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# **TOURIST BEHAVIOUR IN EMERGING MARKETS**

**How can Brazilian tourists contribute to address  
Scotland's Tourism challenges?**

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## **Abstract**

Emerging markets are becoming increasingly important in the global tourism sector, accounting for a significant portion of international tourist arrivals. Because of the constant changes that occur in emerging markets, their tourist behaviour and decision-making process vary from that of tourists from more established markets. In order to achieve tourism growth and face its challenges, the United Kingdom views emerging markets such as Brazil as vital to its tourism strategy. Brazil is the UK's biggest Latin American market; however, empirical data has shown that Brazilian tourists are less likely to visit Scotland. Therefore, this research aims to examine Brazilian tourist behaviour to understand better how they can contribute to addressing Scotland's tourism challenges. To accomplish this, the author reviewed the literature on emerging markets, tourism in the United Kingdom and Scotland, tourist behaviour and decision-making, and administered 385 questionnaires to Brazilian tourists who had travelled internationally. The findings enabled the creation of a profile of the Brazilian tourist and the identification of the most important determinants in their decision-making process and how they can contribute to addressing Scotland's tourism challenges. This study's findings contribute to the field of tourism by better understanding tourist behaviour and decision-making.

**Keywords:** emerging markets, tourist behaviour, decision-making, Brazilian tourists, Scotland

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## *1 Introduction*

The tourism and travel sector is one of the biggest and most varied in the world, with multiple countries depending on it to generate revenue, jobs, expansion of the private sector, and development of infrastructure (Seok et al., 2021). Different from domestic tourism, international tourism is defined as people crossing international borders for non-professional reasons to travel or stay in a country other than their own (Lanfant et al., 1995). According to Gidebo (2021), the international tourist flow is influenced by a variety of factors, including the economic circumstances of the tourist's home country, the destination's revenues, the cost of travel, the geographical location of the tourism destination, the value of the currency, and the effectiveness of the destination's marketing strategies. Understanding international tourist behaviour can be difficult because of the numerous variables that influence tourists' decisions, behaviours, and expectations of the outcome (Martin & Woodside, 2008).

Tourist behaviour is defined as a customer's full range of actions and behaviours associated with decision-making according to given economic, social, and demographic circumstances (Niemczyk, 2014), therefore, comprehending an individual's decision-making process is considered to be an essential part of understanding their tourist behaviours (Correia et al., 2011). Much of the current understanding of tourist behaviour is founded on research into Western markets and their perspectives. However, as the new source of economic growth, and thus, the source of outbound tourism growth, understanding the consumption behaviours of tourists coming from emerging countries is essential (S. A. Cohen et al., 2014).

Emerging markets are distinguished by 'market heterogeneity, socio-political governance, chronic shortages of resources, unbranded competition, and inadequate infrastructure' (Li, 2016; Ventre & Kolbe, 2020). These features along with the social peculiarities of a specific market may impact the decision-making process of consumers that belong to such markets; thus, motivational variables in emerging markets may vary from those in developed markets since they are subject to ongoing shifts that influence consumer behaviour (Ventre & Kolbe, 2020). Emerging markets are becoming more important in the worldwide tourism sector, according to the World Tourism Organisation (UNWTO, 2019), they represented 45.6% of international tourist arrivals in 2018, with a 4.9% annual growth rate since 2000. Increased wages, expanding middle classes, and enhanced connectivity and infrastructure are driving this growth (Li, 2016). The appearance of emerging markets has the potential to boost revenue and diversify tourist flows (Gidebo, 2021). On the other hand, it necessitates the creation of different marketing approach, goods, and services to meet the needs and preferences of these demographics (S. A. Cohen et al., 2014).

Therefore, to create appropriate goods and services for tourists originating from emerging markets, tourism marketers ought to consider the tourists' perceived value of that (Yen et al., 2020). For example, The BRIC nations (Brazil, Russia, India, and China) massive growth in travel demand (both nationally and internationally) is of particular economic significance for emerging markets. Thus, it is necessary to understand their travel motivations, preferences, expectations and attitudes in order to successfully market and host those from these and other emerging countries (S. A. Cohen et al., 2014).

In the United Kingdom (UK), the tourism industry continues to contribute directly to its economy, while it also has significant indirect effects due to its interactions with other businesses in the supply chain, accounting for 11.4% of the expected national GDP (Deloitte, 2013). Moreover, in Scotland, the tourism industry also has a massive impact on their economy, being estimated to contribute 10.3% of the country's GDP as well as being accounted for (directly and/or indirectly) 10.9% of the total employment (Deloitte, 2013). Therefore, the British government has recently begun to demonstrate the potential for developing an established and lively tourism sector, where the primary objective is to demonstrate that it can be an agent of economic growth for the country (Apostolakis & Clark, 2011).

In the UK, countries which they refer to as emerging markets, such as Brazil, India, and the GCC (mostly Saudi Arabia and the United Arab Emirates), are essential to their tourism strategy in order to deliver international tourism growth (VisitBritain, 2014). Brazil represents the biggest Latin American inbound market for the UK, with the majority of Brazilian tourists choosing to stay in London when visiting the UK, representing a higher percentage than the global average. On the other hand, Brazilians are less likely to visit Scotland, with the percentage of nights spent in the country being half as long as the global average between 2016 and 2018 (VisitBritain, 2020a).

According to VisitBritain (2014), the regional spread is one of the biggest challenges that the UK faces for inbound tourism. While there are numerous opportunities for it to grow its inbound tourism numbers, one of the obstacles is the lack of awareness of the country's tourism offers besides London. When competing as a tourism destination, the UK runs against many other destinations where long-haul tourists visit a broader range of places rather than just the capital city. In the case of Scotland, regional as well as seasonal spread are the challenges faced by the country's tourism industry, since the number of tourists that arrive in the first quarter (January - March) of the year is considerably smaller than in the following quarters (VisitScotland, 2019, 2020)

According to Clark et al. (2021), research questions can emerge from a personal interest or experience; thus, the author feels deeply connected to this study because she is from Brazil

and studied part of her master's programme in Scotland; however, this research also demonstrates its relevance by filling a study gap and being supported by current problems stated in both academic research and empirical data, showing the importance of the tourism industry to the UK, the challenges faced by them, as well as the relevance of Brazilians to the study of tourist behaviour as well as to the UK's tourism strategy.

To fill the study gap, the author chose to follow suggestions made by researchers in order to develop knowledge of the topic further. Meurer (2012) suggested expanding his research to include the decision-making process of Brazilian tourists in addition to specific characteristics of an international destination and its ability to attract those tourists. When researching branding and the decision-making process of Brazilian tourists, Silva and Costa Júnior (2020) suggested that future researchers should focus on a specific destination, which is the case of this research. Finally, Pereira and Gosling (2019) suggested a more diverse approach to researching Brazilian tourists, including both males and females, a diverse age range, income, and level of education, which the sample of this research attempts to do.

Therefore, the aim of this study is to analyse Brazilian tourist behaviour in order to understand how the Brazilian tourist can contribute to addressing Scotland's tourism challenges, by evaluating the Scottish tourism market; analysing Brazilian tourist behaviour and identifying determinants that may influence the Brazilian tourist decision-making process. Thus, this research aims to answer two questions: a) what are the determinants that impact Brazilian tourist decision-making when planning an international trip? and b) what are the ways in which Brazilian tourists can contribute to addressing Scotland's tourism challenges?

By answering the research questions, this study demonstrates relevance to a variety of tourism fields, including the expected ones, tourist behaviour and decision-making, as well as hospitality, marketing, and destination management. This study can assist tourism professionals in better understanding the factors that influence Brazilian tourists' choices and preferences. Hospitality professionals can use the data to create better services and products that meet their customers' needs. Marketing professionals can use this data to create more effective marketing strategies targeting the right audience. Destination managers can use this data for developing better tourism products and services that satisfy the needs of their visitors.



## 2 Literature Review

*In this chapter, the author will introduce aspects of tourism in the United Kingdom, followed by tourism in Scotland. The second part of this chapter will then focus on tourist behaviour, the decision-making process, and an overview of emerging markets. In order to do that, the author reviewed previous studies on these specific topics.*

### 2.1 Emerging Markets

Emerging markets can be defined in two ways: a) by equating emerging markets to developing and/or non-advanced economies; and b) as countries that meet the criteria of an increasing rate of economic development and national regulations supporting economic growth and the implementation of a free market system, such as the BRICs (Brazil, Russia, India, and China) (Li, 2016). In order to distinguish between emerging markets and more established markets it is possible to characterise them in five characteristics (Table 1): heterogeneity, socio-political governance, a chronic shortage of resources, unbranded competition and inadequate infrastructure (Li, 2016; Ventre & Kolbe, 2020). These characteristics, when coupled with the social characteristics of a specific market, may influence consumer decision-making in such markets (Ventre & Kolbe, 2020).

Table 1 - Characteristics of Emerging Markets

<b>Characteristics</b>	<b>Definition</b>
<b>Heterogeneity</b>	Emerging economies' markets are limited, divided, and local, therefore, the heterogeneity of emerging markets is frequently pushed by constrained resources, suggesting a commitment to meeting basic requirements.
<b>Social-Political Governance</b>	In the reality of emerging markets, institutions like religion, governmental and non-governmental organisations, and local communities all impose enormous power. Because these institutions frequently control markets in emerging economies rather than the free market, competitiveness may be established differently from typical Western approaches.
<b>Chronic Shortage of Resources</b>	Emerging markets are constantly facing resource scarcity; therefore, successful industries must be able to adapt their resources, with the development of cheaper and more accessible goods and services being critical.
<b>Unbranded Competition</b>	Due to the absence, high price, and accessibility of branded goods and services, unbranded ones frequently have a significant impact in emerging markets, where competition is often unorganised. As a result, market creation and development are more important than market orientation.

<p><b>Inadequate Infrastructure</b></p>	<p>Due to a lack of roadways, logistic support, and storage, in addition to other market facilitators, such as credit cards and banking functions, non-traditional distribution networks and innovative consumer access are considered necessary.</p>
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Source: The Author based on Li, 2016

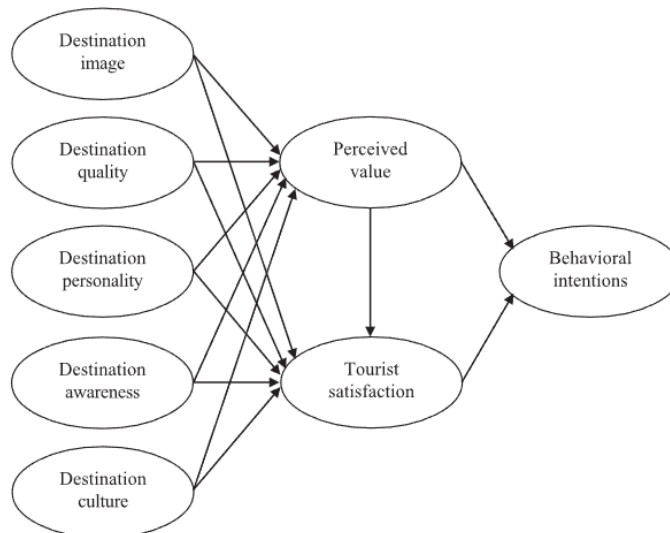
The majority of the existing studies on tourism and emerging markets have been motivated by managerial aspects, focusing on governmental tourism institutions rather than theory (E. Cohen & Cohen, 2015); however, the influence of emerging markets on the worldwide tourism economy is becoming more acknowledged (Li, 2016). Nevertheless, significant differences appear to exist between emergent markets from different regions. For example, domestic tourists in Asia typically engage in a variety of activities, such as cultural, religious and eco-tourism; they generally avoid exhausting activities, such as adventurous tourism or elongated sea-side vacations, which are particularly popular with domestic tourists from Latin America, mainly in Brazil and Argentina (E. Cohen & Cohen, 2015).

In terms of long-haul tourism from emerging markets, it was only possible due to the introduction of regular, pleasant, safe, and reasonably priced air transport in the late 20th century (E. Cohen & Cohen, 2015), which resulted in the increase of emergent market tourists and transformed it into a sociological phenomenon, the upsurge of the 'new middle classes' (Li, 2016), shifting the ways of a practice that was previously restricted to the high society (E. Cohen & Cohen, 2015). This new enhanced wealth in emerging markets, combined with expanded global manufacturing and consumption processes, inspires adjustment and quality enhancement in businesses and tourism destinations alike (Hjalager, 2010). However, things are not always positive and easy for tourists from emerging markets, one aspect, for example, is the tension of tourism differs for tourists with different nationalities, while tourists coming from more advanced economies are frequently privileged when travelling to destinations considered emerging markets, those coming from emergent markets are not always treated well by advanced economy destinations (Chen & Chang, 2015).

Market trends have a significant effect on destinations' tourism competitiveness, as evidenced by low growth rates in established markets compared to high growth rates in main emerging markets (Dupeyras et al., 2013). As a result, for tourists from emerging markets, establishing a destination's image scheme, focusing on variables such as its image, personality, quality, and awareness may increase tourists' satisfaction, which may increase their behavioural intention. Thus, in emerging markets, consumers are more concerned with the value they perceive from a good or service rather than with its actual performance. This is significant because it demonstrates that perceived value has a greater influence on how people view a

destination brand and their how they act towards it (Yen et al., 2020). Therefore, Yen et al. (2020) proposed a model that depicts the relationship between those variables in destination brand and tourist behaviour of those coming from emerging markets (Figure 1).

Figure 1 - Model of Variable's Relationship in Destination Brand



Source: Yen et al., 2020

Because emerging markets experience continuous changes that influence their consumer behaviour and decision-making process, motivating factors in emerging markets may vary from those found in established markets (Li, 2016; Ventre & Kolbe, 2020). Thus, a consumer from emerging markets generally plan in advance all their purchase ideas and engage more time and effort in gathering and analysing information; word of mouth from friends and relatives tends to play a substantial role in their decision-making, due to a variety of factors including low media coverage (Li, 2016) they tend to favour international brands because of their positive associations with specific countries (Yen et al., 2020); when visiting advanced economies, some emerging market tourists exhibit unordinary shopping habits, purchasing items such as electronics, cosmetics, and even grocery items instead of souvenirs (Li, 2016).

## 2.2 Tourism in the United Kingdom

In the United Kingdom, tourism has a rich history that began with religious journeys (Colbert, 2012). From its origins in the 19th century with the rise of urban society towards the middle of the 20th century, mass tourism in Great Britain was assumed as primarily urban form, most noticeably due to the fast growth of beach resorts along the British coast as the public started to take advantage of the fast expansion of the railway network by making use of the new travel opportunities (Duffield, 1984). As a component of the Development of Tourism Act 1969, the choice to create legislated Country Tourist Boards in the three countries that form

Great Britain, England, Wales, and Scotland, was made primarily for financial reasons, considering the rapid growth of international tourism in the British Island, however, it can also be considered to be an implicit approval that the tourism sector could be a crucial aspect of maintaining the economies of those countries (Heeley, 1981). An illustration of this is the tourism-dependent regions distributed all over the UK. Nationally wise, 41% of the local authorities are considered to be tourism dependents, with regions like South West England, Wales and Scotland with above-average concentrations (Apostolakis & Clark, 2011).

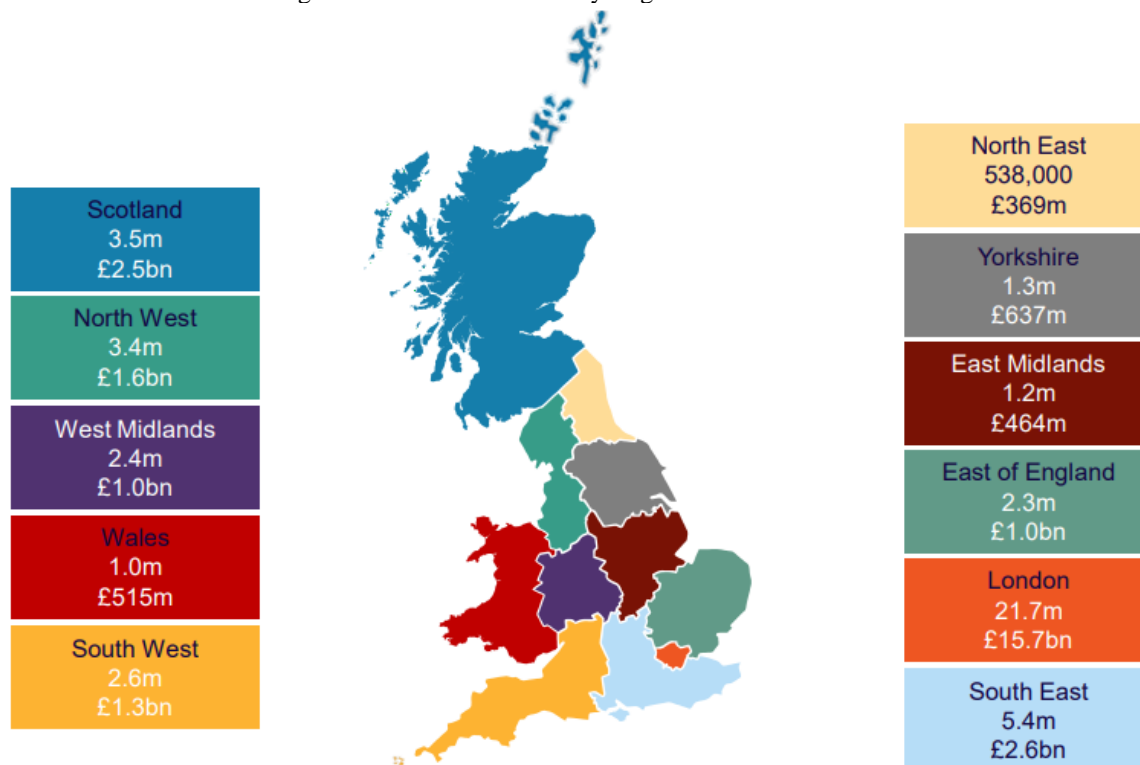
In recent years, the British government has started demonstrating the potential of creating a robust and vibrant tourism sector. With this, the main goal is the perspective that the tourism sector can serve as a driver of economic growth. This happens because tourism is an economic sector with linked sources to many other segments of the economy in terms of regional and national economic markets (Apostolakis & Clark, 2011). Culture, for instance, is inextricably linked to the UK's tourism sector (Liu & Lin, 2011). The heritage sector was recognised as an essential strength of character of the British international tourism market, which has expanded dramatically, with over one thousand new museums opened in the UK since the 1970s (Shaw et al., 2000). Another example is urban tourism, which is seen as an essential determinant in the revival of some of Britain's older historic towns. Weekend getaways in large British cities are also considered to contribute to battling social exclusion and improving social coherence (Apostolakis & Clark, 2011).

For several years, the United Kingdom has held a dominant global position in the worldwide tourism and culture sectors (Liu & Lin, 2011), however, recent research has shown that the UK is the only Western European country to have seen a decrease in its scores for cultural and natural resources. With that said, in the UK there are currently issues with their tourism competitiveness requiring a boost in the value and quantity of international tourist arrivals into the country in order to deal with the problems (Mandić & Kennell, 2021).

In 2021, the UK had a total of 6.4 million visits, with the main purpose for the trips being to visit friends and relatives, followed by holidays and business (VisitBritain, 2022). In 2019, the top 30 countries with the most tourists to the UK had a diverse range of nationalities, including tourists from Europe, North America, Australia, Asia, the Middle East, and South America, with Brazil ranking 28th with the most visits to the UK, representing their largest Latin American inbound market, with 291 thousand tourists and a total expenditure of £250 thousand in 2019 (VisitBritain, 2019). Brazilian tourists tend to visit the UK throughout the whole year, with the majority of visits between January and March, months considered low season, staying an average of eight nights per visit, which is one night longer than the global

average. For most Brazilian tourists, visiting the UK is part of a multi-country trip that includes at least one night in another country (VisitBritain, 2020a).

Figure 2 - Inbound Tourists by Regions in the UK - 2019

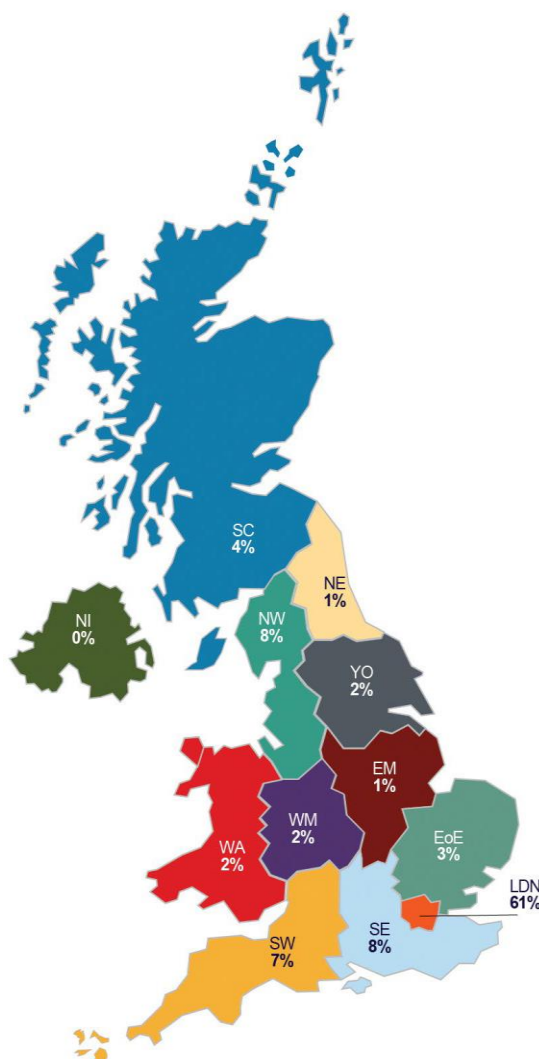


Source: VisitBritain, 2020b

When it comes to regional spread in the UK, London remains the most popular destination, with more than double the number of inbound tourists than any other region in 2019, as shown in Figure 2 (VisitBritain, 2020b). In terms of the number of nights stayed, London is also the top choice for Brazilian tourists, followed then by the North West of England and the South East of England as shown in Figure 3. Having said that, Brazilian tourists tend to spend more nights in London than the global average; however, they are less likely to visit Scotland, staying half as many nights as the global average (VisitBritain, 2020a).

The primary reason for Brazilian tourists choosing the UK as their travel destination is cultural attractions, followed by a diverse range of places to visit and a culture distinct from their own. Thus, the top 10 activities for Brazilian tourists while visiting the UK are: dining in restaurants, shopping, going to the pub, visiting, museums/art galleries, sightseeing famous monuments/buildings, visiting parks/gardens, visiting castles/historic houses, visiting religious buildings, socialising with the locals, going on a guided tour (VisitBritain, 2020a).

Figure 3- Percentage of Nights Spent by Brazilian Tourists in UK regions 2016-2018



Source: VisitBritain, 2020a

### 2.3 Tourism in Scotland

Scotland's tourism sector has a distinct identity, arising from the unique character of things such as the climate, tradition and culture, social and industrial history (Stuart, 1986). Scotland has been a popular destination for tourists from all over the world for hundreds of years. Numerous historical factors, such as the Highland Clearance in the 18th century and subsistence crises in the nineteenth century, fuelled tourism in the country, followed by more recent events, such as the utilisation of roads that were originally built for military purposes, and now enable the access to some previously inaccessible places, as well as frequent trips from the British monarchy, which enhanced Scotland's popularity even more (Martin-Jones, 2014).

Nowadays, the most recognised symbolism of Scotland is the landscape (Page et al., 2006; VisitScotland, 2016; Yeoman et al., 2007) in addition to being a land of myths and legends, tales, traditions, and superstition (Topler & Špenko, 2019). According to VisitScotland

(2019), the main features sought by tourists in Scotland besides the already mentioned landscape are people, history, and culture. Scotland's landscape's splendour, greenness, and sheer magnitude. Locals who are open, sociable, friendly, and welcoming, people who are proud of their heritage and have a genuine love for and understanding of their country. Rich historical background and legends, folk tales, myths, and romance may trace their origin back centuries but continue to play a significant role in the current Scottish culture.

Cultural tourism is a segment of tourism that motivates tourists to seek out more in-depth and enlightening experiences. It can be found in both tangible and intangible forms, such as architectural, historical, and heritage sites, as well as traditions, literature, and gastronomy. As a result, cultural tourism has a diverse set of niches that contribute to the segment's popularity (Kajzar, 2014). Heritage plays an important role in cultural tourism, and because of its historical significance, UNESCO established the World Heritage List, where natural and cultural heritage sites are listed to enhance their visibility and attract more investments in order to preserve them and their history (De Simone et al., 2019). In the present day, Scotland has 6 World Heritage sites: St. Kilda, Old and New Towns of Edinburgh, The Heart of Neolithic Orkney, New Lanark, The Antonine Wall and The Forth Bridge. On the UNESCO World Heritage tentative list, Scotland still has two more sites: The Zenith of Iron Age and The Flow Country, which can be nominated in the upcoming years (National Trust for Scotland, 2023).

Scotland's growth as a heritage tourism destination is distinctive to the country and its historical background (Martin-Jones, 2014). Thus, heritage is one of the most crucial elements of Scottish tourism (Bhandari, 2016). In contrast to any tourism destination, Scotland has a wide range of attractions, including approximately 290 castles and historical sites, 200 museums and galleries, 220 gardens, and 130 religious buildings such as cathedrals, churches, and chapels. The country's unrivalled landscape, world-famous hospitality, wildernesses, 131 whisky distilleries, 72 Highland games and meetings, 750 islands, and, of course, kilts, bagpipes, and traditional performances all add value to the distinguishable Scottish identity (Stuart, 1986).

Literary tourism, a niche of cultural tourism, has been important to Scotland's tourism since the nineteenth century, with work from many famous writers and poets, such as Robert Burns and Sir Walter Scott (Martin-Jones, 2014), who described Scotland as a place deeply embedded in mystery and where urban people could relax from their daily life, encouraging tourists to visit the country (Garrison & Wallace, 2021). Following in the footsteps of its precursor, film tourism has grown rapidly in popularity in recent years, with an increase in the number of movies and television series filmed in the country, such as *The Da Vinci Code*, *Harry Potter*, *Braveheart* and *Outlander* (Martin-Jones, 2014; Topler & Špenko, 2019). According to

VisitScotland (2016), television, film, and books are key factors in international tourists' decision to visit Scotland.

The Highland Games are Scottish cultural events that began around the 1800s and have grown to become an important event for the community throughout Scotland. Every year, the Highland Games portray the inheritance that reflects the continuing role of the local population and volunteers in establishing and displaying the local heritage and communal pride. The Highland Games motivate tourists from the United Kingdom and other countries, as they offer a chance to engage in a traditional event and celebrate Scottish heritage and culture by experiencing the competition and the tartan symbolism (Brewster et al., 2009).

Scotland has the world's highest concentration of distilleries, and the expansion of Scotland's distilling and brewing business operations is creating benefits to tourism in the country, with unprecedented numbers of tourists experiencing Scotland's whisky trails and brewery tours (O'Connor, 2018). As well, Scotland was said to be one of the world's most unique and interesting places to eat and drink in a report by the International Culinary Tourism Association (International Culinary Tourism Association, 2010 cited in Everett, 2012). Due to the growing demands for food and beverage experiences in Scotland, there has been a significant rise in events such as whisky and craft beer festivals. Moreover, an escalating number of bars, pubs, and restaurants are providing tasting highlighting Scottish gin, whisky, and craft beers, in addition to tasting menus that pair up specific beverages with food (O'Connor, 2018).

While Scotland is similar to neighbouring countries such as England and Ireland in many ways, and often compared to England in narratives involving the British heritage, for many tourists, Scotland pledges a very particular and unique sense of their national heritage (Martin-Jones, 2014). With that said, Scottish tourism is of national interest to Britain since Scotland is among the major markets for UK tourism; thus, tourism in Scotland is viewed as a separate entity in Britain (Maxwell et al., 2001). With the creation of a Country Tourist Board (Heeley, 1981), the current VisitScotland is the primary public-sector tourism marketing firm in Scotland, it seeks to establish a strong identity for Scottish tourism, promoting the destination nationally and internationally, creating effective marketing strategies, providing easier accessibility to Scotland, maximising e-business prospects, and collaborating with relevant parties in the private and public sectors (Frew & Hay, 2011; Yeoman & Lederer, 2005). However, it is hardly the sole organisation working on managing tourism in Scotland. In total, 286 organisations are involved in tourism in some way. These include small, local marketing organisations, regional destination marketing organisations (DMOs), niche marketing organisations, national organisations, and even UK-wide organisations (Frew & Hay, 2011).



Thus, Scotland is a tourism destination that has seen significant investment in its public sector destination marketing organisation (DMO), with its budget doubling in 12 (Coshall et al., 2015).

Back in 1985, the typical international tourist visiting Scotland would have been characterised as an American, around fifty, interested in the country's heritage, whilst nowadays the typical international tourist is a European, young adult, interested in the country's culture (Yeoman et al., 2009). Having said that, according to VisitScotland (2019), the United States remains its largest international market; however, Europeans accounted for slightly more than half of all international tourists in Scotland in 2019. In current days, the majority of tourists use websites and personal advice when planning a trip to Scotland, so both online and offline sources are crucial for the country's marketing (VisitScotland, 2016). Scotland's tourism industry cannot solely depend on domestic markets; it is crucial to attract international tourists who typically spend more and stay longer than domestic UK visitors. As a result, VisitScotland has developed a targeted tourism strategy that concentrates on specific markets and products, with a primary focus on countries like the USA, Germany, and Ireland, which are Scotland's largest inbound markets (Yeoman et al., 2009).

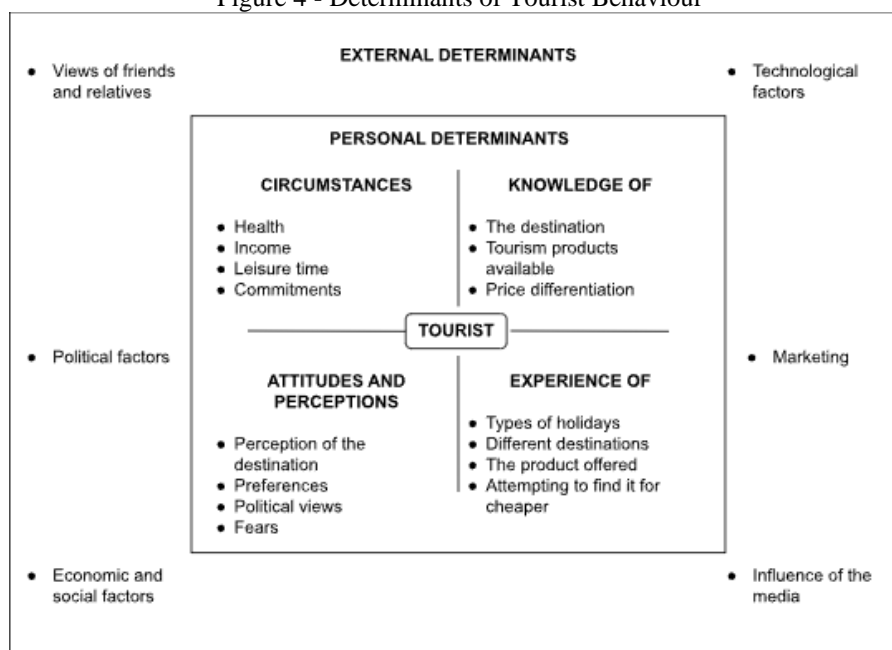
Like the whole UK, most long-haul tourists tend to make their trip to Scotland multi-country, with visits to other countries during their trip. The main activities for tourists in Scotland include sightseeing, historical houses/castles, short walks, and shopping, with long-haul tourists being more active than others, including trying local food and drinks (VisitScotland, 2016). Tourists felt welcomed in Scotland, influenced primarily by positive interactions with Scottish people, who were described as friendly, helpful, welcoming, nice, and warm. After leaving Scotland, tourists expressed high levels of satisfaction and recommendation, particularly long-haul tourists, with strong intentions of returning to the country and considering it one of the best vacations they had ever had (VisitScotland, 2016).

#### *2.4 Tourist Behaviour*

The term tourist behaviour refers to a consumer's entire set of psychological and physical activities, actions and conducts associated with decision-making in a social, demographic, and economic setting (Niemczyk, 2014). In this process, the tourists are the object of consumer behaviour, carrying the 'consumer title', representing themselves as well as their family unit, while satisfying the tourist's needs is considered to be the subject of this behaviour, which will become apparent when the tourists begin to consume the functional part of the tourism activity while travelling (Niemczyk, 2014). Addressing tourist behaviour can be

challenging because tourism is not a unified activity or industry, it is a complicated network of interconnected sectors, each with distinct tourist behaviour traits (Swarbrooke & Horner, 2007a). Thus, tourist behaviour can be seen as an ongoing cycle with various, yet interconnected stages, (Hsu et al., 2010).

Figure 4 - Determinants of Tourist Behaviour



Source: The author adapted from Swarbrooke & Horner, 2007b

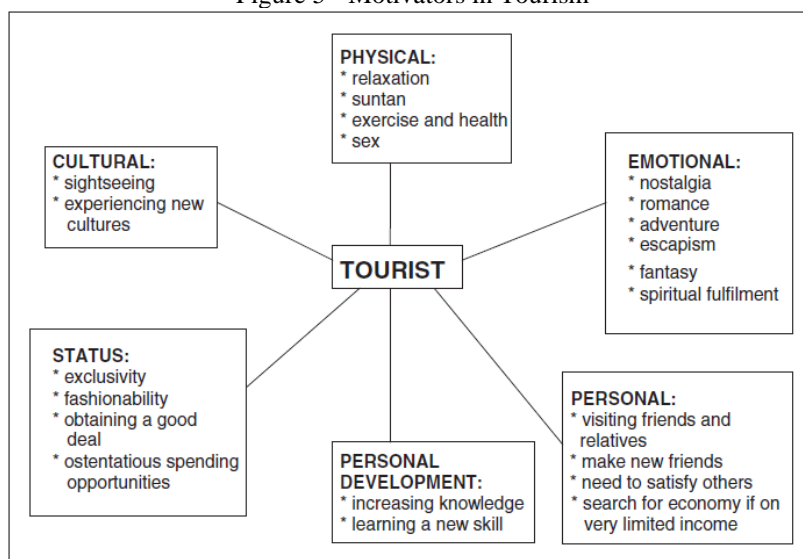
Swarbrooke and Horner (2007b) state that there are two different sets of determinants that influence tourists: a) those that determine whether or not one is going to be able to take a vacation; and b) those that determine, if the first set allows, what kind of vacation they will go on. These, according to the authors, can still be subdivided into two other categories: 1) personal determinants, and 2) external determinants (Figure 4). The determinants may vary based on different aspects, such as the tourists themselves as well as the specific moment they are living. Tourists will value different determinants differently, depending on a variety of factors, including personality, attitude, and previous experiences. This is also true for the same individual, where determinants may vary in importance depending on factors such as age and family (Vinerean, 2013).

The majority of studies concluded that motivation is a key determinant in evaluating tourists' behaviours (Hsu et al., 2010; Pizam & Mansfeld, 1999), and as a result, motivation is found to influence not only whether or not consumers will engage in tourism activities but also influences where, when and what kind of tourism they will seek (Pizam & Mansfeld, 1999). Every tourist is unique, as are their sources of motivation. Tourists' motivations are primarily related to cultural, emotional, personal, personal development and status aspects, highlighted

in Figure 5 (Swarbrooke & Horner, 2007c). An individual chooses a particular behaviour based on the expected outcomes. According to this viewpoint, the motivational process is a necessary step before taking action. What an individual does in a circumstance is presumed to be linked to the individual's expectation and the interpretive value of the consequences that may happen as a result of the action. Someone's individual motivation to engage in a particular activity is determined by the expectation that one will take part in it and accomplish the desired results (Hsu et al., 2010).

Because of tourism's international nature, recognising the cultural traits of tourist groups is necessary when customising tourism offers. According to research, nationality associated with culture is among the factors that most contribute to differences in tourist behaviour, and, when used and managed, in conjunction with other factors, can enhance the understanding of tourist behaviour (Özdemir & Yolal, 2017; Pizam & Sussmann, 1995). Individual behaviours differ across cultures because different groups have different attitudes, beliefs, and values. As a result, culture is regarded among the most essential factors in describing individual behaviour, thus, cultural differences are incredibly beneficial in marketing strategies for international tourism destinations. Such evaluations can provide a precise method to be used to target and position tourism products and destinations (Özdemir & Yolal, 2017). In the case of Brazilian tourists and what is known of their tourist behaviour, it is suggested that there is a habit formation that occurs among tourists from the country, however, this habit formation may be general to international tourism rather than specific to a specific destination. An example of such is when the cost of travelling to different countries changes, thus, tourists may switch from one destination to another (Meurer, 2012).

Figure 5 - Motivators in Tourism



Source: Swarbrooke & Horner, 2007c

The behaviour of all individuals in the tourism process establishes a unique culture that differs from one's regular and daily culture. Thus, the values, social and cultural norms that affect one's behaviour are taken with them on vacation (Özdemir & Yolal, 2017). Tourists become part of a temporary 'tourist culture' that allows and even stimulates alternative behaviour. Thus, tourist behaviour reflects a synthesis of their national and 'tourist' cultures (Kim & McKercher, 2011). However, the tourist's national culture can be utilised to explain differences in social behaviour among distinct cultural backgrounds in multicultural environments, such as international tourism experiences (Özdemir & Yolal, 2017). Evidently, not all those of the same nationality behave the same way, despite their way of life and demographics, however, national culture has a significant influence on travel behaviour, with several studies finding patterns between different national groups, affecting their motivation, expectations, beliefs and behaviour (Kim & McKercher, 2011), as well as those who come into regular interaction with tourists at a particular destination, such as locals and employees of the tourism industry, often categorise tourists based on their nationality (Pizam & Sussmann, 1995).

### *2.5 Tourist Decision-Making*

According to the traditional concept of daily decision-making, people gather and interpret information before deciding on the best solution from a selection of options. This is done by weighing the benefits and drawbacks of every possible scenario and selecting the one that best suits their needs. This selection tends to be optimal due to one's subjective expectations (Smallman & Moore, 2010). In tourism, the manner in which people make decisions is regarded as a crucial component in understanding tourist behaviour (Correia et al., 2011). The decision-making process has been conceptualised in various ways throughout the tourism literature, such as the impact of socio-environmental variables, the significance of imagery and marketing, and the impact of the aspects in the family structure, such as age and gender, leading the researchers to identify three key stages in the decision-making process: "the pre-trip planning stage, the holiday experience, and the recall and assessment of the experience" (Shaw et al., 2000). Niemczyk (2014), on the other hand, describes the tourists' decision-making process in five stages: 1. Beginning to feel the need to travel; 2. Researching information; 3. Creating options that will possibly satisfy their needs; 4. Purchasing; 5. Assessing the feelings after attempting to satisfy their needs.

Tourist decision-making is more specific and comprehensive than other decision-making processes due to the inherent uniqueness of tourism products. Generally, tourist decisions are often characterised as extensive decision-making, implying a high involvement

and elevated learning process. This is based on an assessment of various sources, which may contribute to confusion due to over-choice (Correia et al., 2011). According to Nurani et al. (2015), where to go, when to go, what to do, how long to stay and spend and whether to go or not are the main decisions tourists make. While destination marketers are keenly interested in how tourists make each of these decisions, the most important of these is the 'where to travel to', meaning the decision of which destination to visit. A tourist may first decide that they want to visit a specific destination, then may proceed to decide what kind of experience they want to have during their stay. The decision to visit a specific destination involves several stages that can vary depending on the selectivity of the product sought by consumers, in this case, tourists (Correia et al., 2011). Regardless of how complex the tourist's decision-making process is, no one knows how enjoyable their vacation will be until they experience it (Smallman & Moore, 2010).

Tourists are compelled by their needs and wants when choosing a destination, and then are influenced by the attributes of the destination to decide where they will travel to. A tourist's mental image of a particular place, which takes into consideration that person's preferences, attitudes, interests and beliefs, influences the destination's common mental and public image, and that plays a significant part in the destination decision-making (Nuraeni et al., 2015). Price and location appear to be a constant determinant in most decision-making, despite the tourism sector that is considered (Table 2) (Swarbrooke & Horner, 2007a). Tourists' decisions are also influenced by the destination's brand image, price, and tangible components, while intangible ones may lead to a higher perceived risk of the product, which consumers tend to mitigate by engaging in loyal behaviours (Correia et al., 2011), therefore, some destinations will not be considered in the decision-making process due to potential expenses or apparent risks associated with that destination (Garg, 2015). This distinguishing feature draws the conclusion that decisions are primarily influenced by quality, price, and brand loyalty (Correia et al., 2011).

Destination marketers are not always able to tailor messages to every single tourist. They require tools to help them make decisions, market their products, and refine their ideas. Segmentation, targeting and positioning (STP) is a marketing strategy that aids in the framing of managerial thinking (Tkaczynski et al., 2009). With this strategy, it is possible to break the market into smaller segments, in which the characteristics of each group are similar, and may require different marketing strategies. After analysing the attractiveness of each segmented group, choose which one to target. And finally make a clear market offer that will position the product as a desirable one in the minds of the targeted groups of consumers (Kotler & Armstrong, 2012).

Table 2 – Decision-Making Influential Factors

<b>Factor that may Influence Tourists' Decision-Making Process</b>
Price
Location (hotel location, airport location, attractions' location)
Previous experiences
Fashionability
Distance travelled
Methods of booking
Safety
Seasonality
Frequency of purchase

Source: The Author based on Swarbrooke & Horner, 2007a

When considering Brazilian tourists, it is evident that they plan their trips in advance, and that when seeking information about destinations, they take into account the experiences of friends and acquaintances, as well as carry out searches on the internet (Silva & Costa Junior, 2020). Empirical data shows that most Brazilian tourists tend to plan their visit to the UK at least six months in advance. Taking advice from friends and relatives, traveller's reviews and information from search engines all play an essential role in the decision-making process of Brazilian tourists to visit the UK (VisitBritain, 2020a). These sources of information are relevant to the decision of the Brazilian tourist, as it is suggested that Brazilian tourists look for hospitable destinations that have activities for both adults and children. However, the tourist destination must be daring and exciting, providing good memories for those involved in the trip (Silva & Costa Junior, 2020).

### *3 Methodology*

*This chapter introduces the methodology of this research and outlines how the research aim, literature, methods and collected data are all associated with each other. The research approach will be explained first, followed by data collection, research sample, designing and applying the survey, choosing literature, data analysis procedures, and finally ethical considerations.*

#### *3.1 Research Approach*

Quantitative research is not interested in simply describing how things are; instead, it aims to explain why things are the way that they are (Clark et al., 2021). In the tourism industry, quantitative research is commonly used to investigate and comprehend occurrences such as tourist behaviour and the decision-making process of tourists, as it happens in the present study. It achieves this by collecting primary (survey) and secondary (government sources) data and analysing it quantitatively in order to characterise, clarify, and anticipate the occurrence in question. Moreover, descriptive research emphasises the detailed description of the current condition of the occurrence without altering the research setting, mostly asking “what” and “how” questions (Clark et al., 2021; Lowry, 2017). A quantitative approach was chosen in order to be able to analyse the present occurrence by generalising the data collected (Creswell, 2009). With that said, the present research focuses on analysing Brazilian tourists’ behaviour, as well as what are some ways in which Brazilian tourists can contribute to addressing Scotland's tourism challenges.

For this study, the author opted to use the stereotypical epistemological approach for quantitative research, positivism, however, due to the aims of this study, constructionism was chosen as the ontological consideration (Clark et al., 2021). According to Clark et al. (2021), positivism is a "position that argues for the use of natural science methods to study social reality and beyond", affirming that only the knowledge that is confirmed by the senses can be genuinely regarded as knowledge. In research, positivist problems reflect the necessity to determine and evaluate the causal factors that may influence an outcome (Creswell, 2009), in the case of this study, the author aims to analyse Brazilian tourist behaviour and their decision-making process in order to understand what are the ways that the Brazilian tourist can contribute to Scotland addressing its tourism challenges.

Clark et al. (2021) refer to constructionism as “an ontological position that asserts that social phenomena and their meanings are continually being created by social actors.”. Since tourist behaviour and the decision-making process can be personal to each individual, constructionism was the ontological consideration chosen for this research, because it asserts

that one creates and/or interprets reality based on their perception, with an emphasis on what is known and an interest in how knowledge is constructed. When interpreting objects and events, one's prior experiences, mental structures, and beliefs all play a role. Therefore, constructivism does not reject the notion of an external world; rather, it claims that every person constructs their own reality through the interpretation of their experiences in the outside world (Jonassen, 1991).

### *3.2 Data Collection*

As previously stated, the chosen data collection method is a self-administered questionnaire. Questionnaire research examines a sample of a population to provide a quantitative or numerical summary of patterns, behaviours, or opinions. A cross-sectional questionnaire will be used in the current study in order to generalise the research sample to a population (Creswell, 2009). The choice of a questionnaire as the research method occurred due to the many advantages it holds, such as in economic and time aspects, as well as the possibility to carry out the research with a sample that is geographically dispersed and not in the same continent as the author. Furthermore, Clark et al. (2021) affirm that respondents are more honest in self-conducted questionnaires than in interviews, adding another advantage to the chosen research method.

#### *3.2.1 Sample*

The main goal of sampling is to be able to generalise or draw broad conclusions from the investigation of a few cases (Cárdenas, 2019), thus, the sample chosen for this study is made of Brazilian tourists who have already travelled internationally. As broad as this may appear at first, due to Brazil's huge socioeconomic disparities, the majority of those who travel in Brazil, especially if considering international travel, belong to the middle-upper class (Silva & Costa Junior, 2020), making this a more specific sample when considering such a large country. This sample has also been chosen due to the suggestion of Pereira and Gosling (2019) of a more diverse approach when researching Brazilian tourists.

Deciding on a sample size is not straightforward forward and there is no definitive answer, normally depending on a compromise between the time and budget available (Clark et al., 2021), therefore, given the size of Brazil's population, four factors must be considered in an attempt to have a representative sample: population size, confidence level, sampling error, and heterogeneity. As a result, the simplified formula for calculating the ideal sample size to generalise survey responses is the following (Cárdenas, 2019):



$$n = \frac{Z^2 * p(1 - p)}{e^2}$$

n: Sample Size

Z: Confidence level

e: Sampling error

p: Heterogeneity

However, the author chose an online calculator (<http://www.raosoft.com/samplesize.html>) that uses the same principles to determine the appropriate sample size (Cárdenas, 2019). In terms of confidence level (95%), sampling error (5%), and heterogeneity (50%), the author used the percentages recommended by Cárdenas (2019) as well as the online calculator. When it came to population size, the author used data from the Brazilian Institute of Geography and Statistics (IBGE, 2023) of 215.803.217 people. All this data generated a recommended minimum sample size of 385 respondents, and that was the author's aim with this questionnaire.

Because the author aims to survey a large number of Brazilian tourists, snowball sampling was the chosen method. Snowball sampling, according to Clark et al. (2021), snowball sampling is a form of convenient sampling, but in this method, the author initiates contact with a small number of people, who are considered to be relevant to the topic being researched, and then utilises them to interact with others. Generally, snowball sampling is thought to be a better fit for qualitative research; however, it can be a useful strategy in quantitative research when the researcher must concentrate on interpersonal relationships (Clark et al., 2021). Rather than choosing specific individuals to start the snowball sampling strategy, the author adapted to choosing specific Facebook groups where most of the participants are Brazilians and have already travelled abroad.

### 3.2.2 *Designing and Applying the Survey*

In order to create the questions of the self-conducted questionnaire (Table 3), the authors considered the findings in the literature review and what information was required to answer the research questions. The author then identified the topics to be addressed, concluding with a five-section questionnaire. It was made certain that the questions were understandable and relevant when creating them. For that, five pilot questionnaires were sent to people close to the author to ensure that everything was correct, from grammar to comprehensibility.

Table 3 - Questionnaire

<b>Brazilian Tourists' Decision-Making Process</b>			
	Questions	Possible Answers	Reference
FILTERING QUESTIONS	You agree that a) you are voluntarily participating in this project; b) is aware that the data collected can and will be used for academic purposes; and c) expect no benefit or payment for your participation?	<input type="radio"/> Yes <input type="radio"/> No	Clark et al. (2021)
	Have you ever travelled internationally?	<input type="radio"/> Yes <input type="radio"/> No	
DEMOGRAPHIC QUESTIONS	Where are you from in Brazil?	<input type="radio"/> North <input type="radio"/> Northeast <input type="radio"/> Central-West <input type="radio"/> Southeast <input type="radio"/> South	Niemczyk (2014); Vinerean (2013)
	How old are you?	<input type="radio"/> 18 or younger <input type="radio"/> 19 - 29 <input type="radio"/> 30 - 49 <input type="radio"/> 50 or older	
	What is your gender?	<input type="radio"/> Female <input type="radio"/> Male <input type="radio"/> Rather not say it	
	What is your marital status?	<input type="radio"/> Single <input type="radio"/> Married <input type="radio"/> Separated/Divorced <input type="radio"/> Widow (er)	
	What is your educational level?	<input type="radio"/> High school incomplete <input type="radio"/> High school complete <input type="radio"/> Graduation incomplete <input type="radio"/> Graduation complete <input type="radio"/> Postgraduation incomplete <input type="radio"/> Postgraduation complete	
	What is your family income?	<input type="radio"/> 1 - 3 minimum wages <input type="radio"/> 3 - 6 minimum wages <input type="radio"/> 6 - 9 minimum wages <input type="radio"/> 9 - 12 minimum wages <input type="radio"/> More than 12 minimum wages	
DECISION-MAKING	Which of the following items do you consider when deciding to travel internationally? (Choose a maximum of 5 items)	<input type="radio"/> Health <input type="radio"/> Income <input type="radio"/> Leisure time <input type="radio"/> Commitments <input type="radio"/> Preferences <input type="radio"/> Perception of the destination <input type="radio"/> Fears <input type="radio"/> Political views <input type="radio"/> The destination <input type="radio"/> Tourism products available <input type="radio"/> Price differentiation <input type="radio"/> Type of holidays <input type="radio"/> Different destinations <input type="radio"/> The product offered <input type="radio"/> Political factors	Swarbrooke & Horner (2007b)

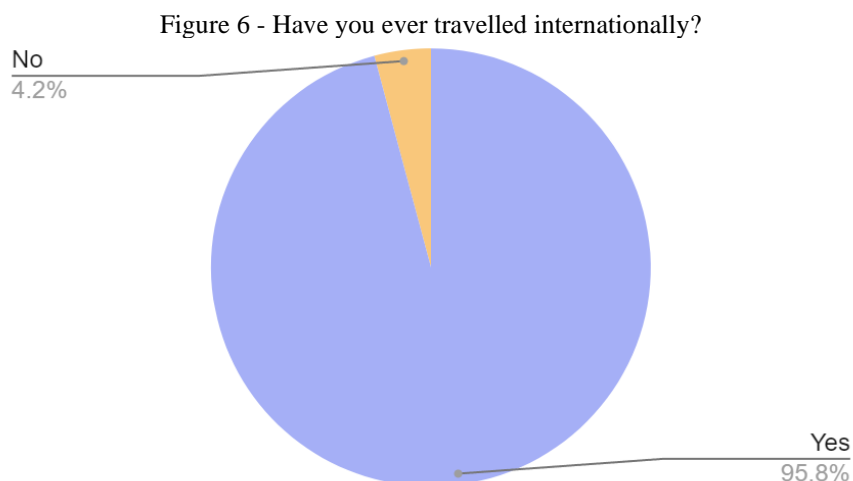
		<ul style="list-style-type: none"> <li>o Attempting to find it for cheaper</li> <li>o Views of friends and relatives</li> <li>o Economic and social factors</li> <li>o Marketing</li> <li>o Technological factors</li> <li>o Influence of the media</li> </ul>	
	When planning an international trip, what tends to motivate you? (Choose a maximum of 3 items)	<ul style="list-style-type: none"> <li>o Cultural factors</li> <li>o Physical factors</li> <li>o Status factors</li> <li>o Personal factors</li> <li>o Personal development factors</li> <li>o Emotional factors</li> </ul>	Swarbrooke & Horner (2007c)
	How long before the trip do you choose your international destination?	<ul style="list-style-type: none"> <li>o 30 days or less</li> <li>o 1 - 2 months</li> <li>o 3 - 4 months</li> <li>o 5 - 6 months</li> <li>o More than 6 months</li> </ul>	Li (2016); Silva & Costa Junior (2020)
	What time of year do you usually travel to international destinations?	<ul style="list-style-type: none"> <li>o January – March</li> <li>o April - June</li> <li>o July – September</li> <li>o October - December</li> </ul>	Swarbrooke & Horner (2007a); VisitScotland (2019, 2020)
	Which continent have you visited the most on international trips?	<ul style="list-style-type: none"> <li>o South America</li> <li>o North America</li> <li>o Europe</li> <li>o Asia</li> <li>o Africa</li> <li>o Australia</li> </ul>	
	When you visit another country, you:	<ul style="list-style-type: none"> <li>o Only visit the most famous city</li> <li>o Visit all the main tourist attractions in the country</li> <li>o Explore everything that the country has to offer</li> </ul>	VisitBritain (2014)
	After visiting an international destination, do you usually visit it again?	<ul style="list-style-type: none"> <li>o Yes o No</li> </ul>	Correia et al. (2011); VisitScotland (2016)
TOURIST BEHAVIOUR	When you visit an international destination, rank the activities that interest you (1 doesn't interest you and 5 interests you a lot):	Cultural activities o 1 o 2 o 3 o 4 o 5	Silva & Costa Junior (2020); VisitBritain (2020)
		Gastronomical activities o 1 o 2 o 3 o 4 o 5	
		Shopping o 1 o 2 o 3 o 4 o 5	
		Nature Activities o 1 o 2 o 3 o 4 o 5	
		Events o 1 o 2 o 3 o 4 o 5	
		Literary activities o 1 o 2 o 3 o 4 o 5	

	Interaction with locals o 1 o 2 o 3 o 4 o 5	
	Adventure Activities o 1 o 2 o 3 o 4 o 5	
	Relaxation o 1 o 2 o 3 o 4 o 5	
	Family Activities o 1 o 2 o 3 o 4 o 5	
	Religious activities o 1 o 2 o 3 o 4 o 5	
	Weather-related activities o 1 o 2 o 3 o 4 o 5	

Source: The Author, 2023

Considering the sample of this research, all questions were formulated in Portuguese, Brazil's official language as well as the author's first language, in order to be able to reach a bigger audience and not discriminate against those that do not speak English, as well as to provide them with a chance to truly comprehend the questions and the chance to answer them honestly. By applying the chosen method, the author aimed to gather the most honest and relevant information, generating a trustworthy data analysis.

The first two sections of the questionnaire had questions designed to ensure that respondents were giving their consent when answering the questionnaire, as well as to ensure that all respondents were indeed Brazilian tourists who had travelled internationally. If the respondent did not consent or answered that they had never travelled internationally, that would be their final question and they would be unable to continue with the questionnaire. Despite the fact that the aim of the study was stated in both, the Facebook post and in the questionnaire's description, stating that this is a study on Brazilian tourists that have travelled internationally, 16 out of the 385 respondents answered 'no' to the "Have you ever travelled internationally?" question (Figure 6), prompting them to end the questionnaire right there, not being able to follow to the rest of the questions. This represents a 4.2% sampling error, which is less than what was considered in the sample calculation previously showed, still making the research viable and significant for the author to generalise the collected data (Cárdenas, 2019; Creswell, 2009).



Source: The Author, 2023

Following the first two filtering questions, the third section of the questionnaire was made up of six demographic questions, which were chosen to follow Pereira and Gosling (2018)'s suggestions for a more diverse approach to researching Brazilian tourists since the sample (Brazilian tourists who have already travelled internationally) allows for it, as well as due to the impact of demographics on decision-making according to Shaw et al. (2000) and Vinerean (2013), as stated in the literature review. The fourth section aimed to gather data on Brazilian tourist behaviour and their decision-making process using questions based on Swarbrooke and Horner's (2007c, 2007b) personal and external determinants of tourist behaviour (Figure 2) and motivators in tourism (Figure 3), as well as questions based on VisitBritain (2020) and Silva and Junior (2020) data on Brazilian tourists' preferences when travelling abroad. Finally, the fifth and final section was also based on VisitBritain's (VisitBritain, 2020a) data on Brazilian tourists, which aimed to determine what activities they are most interested in when travelling internationally.

In two of the questions, one about what Brazilian tourists consider when travelling internationally and the other about what motivates Brazilian tourists to travel internationally, respondents were not allowed to choose an unlimited number of answers, but rather a specific number from the given options. This was decided by the author in order to obtain answers that only revealed their true preferences regarding the questions, resulting in a more accurate result for the collected data and, consequently, the analysis.

In order to distribute the questionnaire according to the chosen sample method, snowball sampling, the author searched Facebook for specific terms in Portuguese that refer to tourists, such as "Brazilian tourists" and "Brazilian travellers", and then chose eight of the largest groups found on Facebook related to the topic, each with over three thousand members, making the author confident that it would be possible to reach the sample required in order to be able to

generalise the data on Brazilian tourists. Most of the groups required a request to join, which took some time for the author, around one week to be accepted in all eight groups. After being accepted into each group, the author wrote a post explaining the research and the questionnaire, as well as a link to the questionnaire page for those interested in participating. The author also shared the link to the questionnaire in her personal social media, as well as she had people share it on their own, which helped the author gather all 385 answers. The questionnaire was distributed to all groups as well as shared on the author's personal social media on March 26<sup>th</sup>, and as the author was following up every day to check the amount of respondents, the questionnaire remained open for answers until April 14<sup>th</sup>, when the author finally got 385 respondents.

### *3.3 Choosing Literature*

The literature selection process began with the use of two major academic databases, Google Scholar and LUBsearch, as well as specific research in various Brazilian academic journals. As the main subjects of this thesis are consumer behaviour and decision-making, the process began by reviewing previous articles on these subjects and outlining the research fields, chosen methods, and main findings of the relevant papers, which were then added to an Excel document for easier access. As seen in the literature review, this provided the author with a good overview of the research topics (Chapter 2), as well as the study gap regarding Brazilian tourists. The previous literature about the research's main topic also guided the author towards some relevant keywords found in the literature review, such as "tourist behaviour", 'decision-making process in tourism', 'United Kingdom', 'Scotland', 'Brazilian tourist' and 'emerging markets'.

When discussing tourist numbers in the UK and Scotland, as well as some specific characteristics of Brazilian tourists, the author chose to use grey literature in addition to academic literature. The most common definition of grey literature asserts that this type of data is generated at various levels, such as governments, business, and industry, and is not commercialised by publishers; thus, grey literature is recognised as 'everything that is not published in a peer-reviewed academic journal' (Cooper et al., 2009). Grey literature is frequently generated for specific target groups and purposes and is not subject to the same procedures as peer-reviewed literature and it can refer to either positive or negative outcomes, therefore, the inclusion of grey literature alongside academic literature may thus offer a more balanced perspective of the facts (Mahood et al., 2014). Because of the time lag between study completion and publication, as well as the possibility that some relevant studies might never be

published, it may be difficult to find innovative information; thus, grey literature is a valuable tool for trying to fill that void since it is frequently generated by experts in the field; thus, including grey literature in research allows the author to minimise partiality and favouritism (Pappas & Williams, 2011).

### *3.4 Data Analysis*

Cluster analysis was the chosen method to analyse the data because it is an exploratory analysis instrument that utilises hierarchical and non-hierarchical techniques to categorise cases into clusters that are homogeneous within themselves but also heterogeneous among themselves. In tourism, cluster analysis can be used according to their responses to patterns of tourist behaviour and decision-making (Lowry, 2017). Due to its relation to the main subjects of this study, cluster data analysis was used here to reduce data from a broader sample to narrower manageable clusters with limited data loss (Lowry, 2017), aiming to find those patterns. Therefore, the author chose to analyse the overall data as well as separate it between male and female respondents, however, due to the small number of male respondents, those cannot be used to generalise the gathered information, thus, in this research, the absolute truth was taken to be the one with the majority of respondents in the overall data, which made the author generalise Brazilian tourists according to the respondents of the questionnaire.

To create clusters and analyse the data, the author created a segmented questionnaire in which it would be possible to identify demographic information of Brazilian tourists, their tourist behaviour and decision-making process as well as analyse what are some ways in which Brazilian tourists can contribute to addressing Scotland's tourism challenge. In order to provide an easy way to interpret and understand the results different kinds of graphics were used to display the main data results collected in the questionnaires (Clark et al., 2021).

### *3.5 Ethical Considerations*

According to Clark et al. (2021), when designing a research, it should be evaluated and carried out to ensure the integrity and privacy of the respondent. It is essential to protect those participating in the research. As a result, when carrying out research, ethical principles must be regarded, which can be classified into avoidance of harm to participants and researchers, informed consent, privacy, and deception.

Harm can manifest itself in a variety of ways, including physical harm, harm to participants' growth, diminished self-worth, anxiety, and provoking subjects to commit heinous acts. On the other hand, not maintaining their data confidential can also cause harm. Although

it is fairly simpler to keep records anonymous in quantitative research (Clark et al., 2021), respondents were still made aware that they would remain anonymous. This was done by not requesting their personal details, such as name and email when answering the questionnaires.

Another critical factor was informed consent. Because the participants found the questionnaires on Facebook groups and decided to answer them independently, their participation was entirely voluntary. Furthermore, the first question of the questionnaire was one of consent, which allowed the participants to be properly informed about the purpose and nature of the research (Clark et al., 2021). By signing the consent form, they agreed that their participation was voluntary, that their responses would be used in research, that they were not expecting any form of payment, and that the data collected in the questionnaires would be used for academic purposes solely. After agreeing to these terms, the respondent could then proceed to complete the questionnaire. According to Clark et al. (2021), privacy is inextricably linked to the concept of informed consent; thus, including a consent question as the first in the questionnaire provided the respondents with the privacy they required.

Deception, which is commonly used to represent a work as something that it is not, has varying degrees and is frequently used by researchers to constrain the participants' comprehension of the study in order for them to respond in a more natural way (Clark et al., 2021). To avoid misleading the participants in this study, the author provided a brief introduction outlining the research's aims in order to keep the respondents informed and prevent deception.

To ensure the accuracy and credibility of this research, the author attempted to be as candid as possible, remaining biased when formulating the questions and analysing the collected data. When developing the questions, care was taken to ensure that they were entirely based on the literature reviewed in Chapter 2.



## 4 Results and Analysis

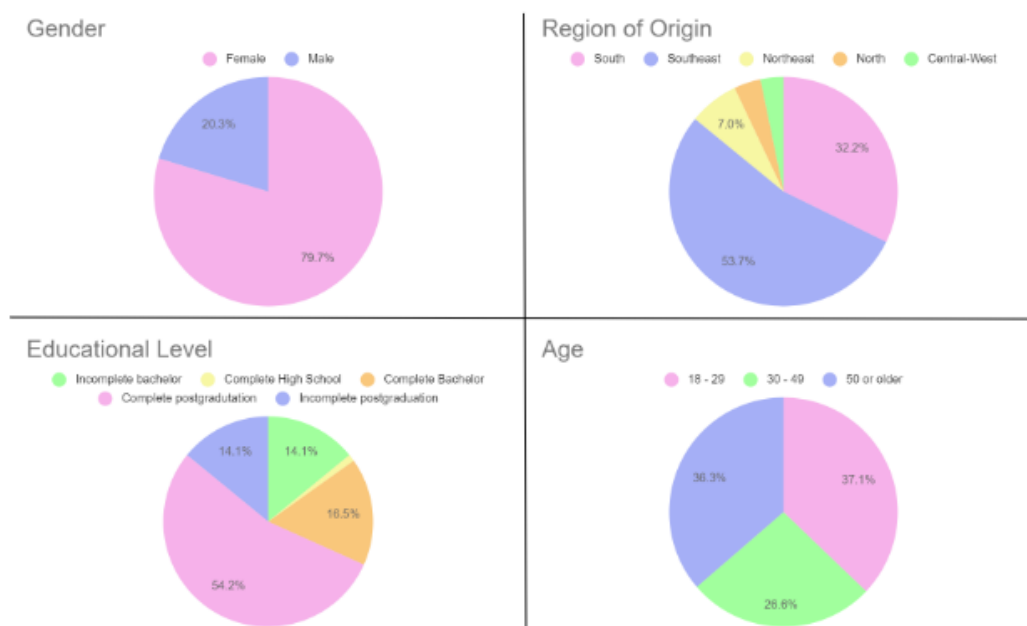
*This chapter presents all of the questionnaire results, as well as all of the graphics that illustrate the empirical data. In the second section, the author analyses the empirical data gathered in accordance with the aspects discovered in the literature review. In order to create the clusters, the analysis was divided into five main topics: demographics, motivation, activities and experiences, decision-making determinants and Brazilian tourists' behaviour.*

### 4.1 Results

#### 4.1.1 Demographics

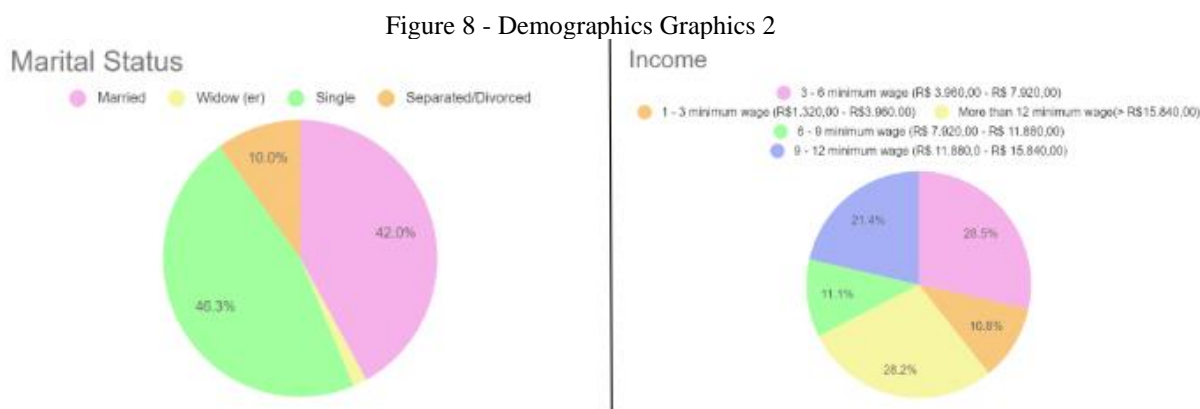
Since the first two sections of the questionnaire were filtering questions, as previously stated, the third section was the first to yield results, with demographic questions, providing the author with a preview of the Brazilian tourist profile. Gender, region of origin, educational level, age (Figure 7), marital status and family income (Figure 8) were all the demographic aspects addressed in these questions. While some questions have received a wide range of responses, others show the vast majority leaning towards one of the options. In this case, majorities of respondents were women (79.7%) from the Southeast region of Brazil (53.7%) and had completed postgraduate studies (54.2%). However, a significant number of respondents were men (20.3%), as well as originating from all regions of Brazil, with 32,2% originating from the South and a smaller portion of the respondents coming from the Northeast, North and Central-West. Educational-wise, all respondents have at least their high school degree (1.1%), followed by incomplete bachelor's degree (14.1%), complete bachelor's degree (16.5%) and incomplete postgraduation (14.1%).

Figure 7 - Demographics Graphic 1



Source: The author, 2023

Age, marital status, and income were among the questions that elicited a more comprehensive range of responses. Regarding age, 37.1% of respondents are between 18 and 29, while 36.3% are 50 or older; 26.6% are between 30 and 49, yet no respondents are under 18 years old. Regarding marital status, 46.3% of the respondents are single, and 42% are married; however, there were also separated/divorced (10%) and widow (er) (1.6%) respondents. To answer the income question, the author used an average of Brazil's minimum wages (R\$1.320,00) earned by the family of the respondent, revealing that 28.5% make between 3 and 6 minimum wages; 28.2% earn more than 12 minimum wages; 21.4% earn between 9 and 12 minimum wages; 11.1% earn between 6 and 9 minimum wages and 10.8% earn between 1 and 3 minimum wages.

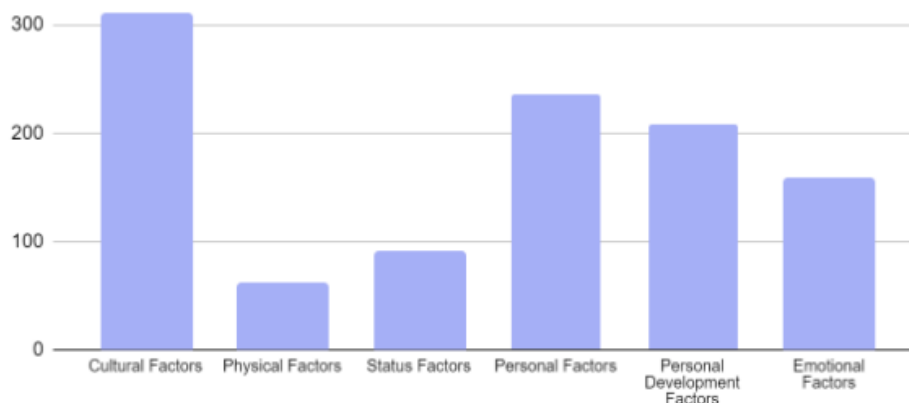


Source: The Author, 2023

#### 4.1.2 Brazilian Tourist Behaviour and Decision-Making Process

Following the demographic question, the fourth and fifth sections of the questionnaire focused on Brazilian tourist behaviour and their decision-making process, with questions based on findings in the literature review. Based on Swarbrooke and Horner's (2007c) motivators in tourism (Figure 5), respondents were asked to choose up to three of the five motivators from which they believed motivated them the most to travel internationally. Even though all five motivators were chosen, the difference between the least chosen, 'Physical Factors' (60), and the most chosen was enormous, with the vast majority of respondents (309) choosing 'Cultural Factors' as one of their motivating factors to travel internationally, followed by 'Personal Factors' with 235 respondents and 'Personal Development Factors' with 208 respondents, as shown in Figure 9.

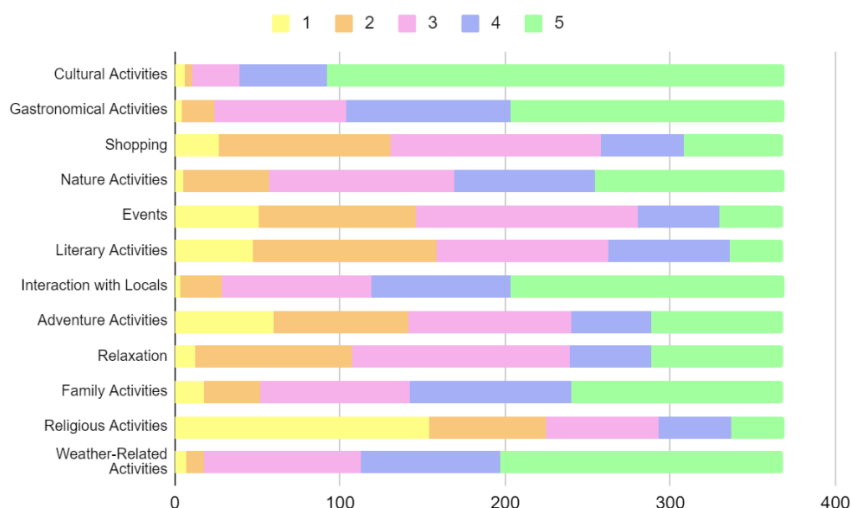
Figure 9 - Motivators of Brazilian Tourists' Decision-Making Process



Source: The Author, 2023

Considering the information gathered in the literature review of what activities and experiences Brazilian tourists are looking for when travelling internationally, the next question aimed to measure how much each of those activities/experiences matters to the respondents, in which they could rate on a scale from 1 to 5 (1 being not interested and 5 being very interested), how interested they are in each activity/experience, as shown in Figure 10. Cultural activities; gastronomical activities; shopping; nature activities; events; activities related to movies, books and music; interactions with locals; adventure activities; relaxation; family activities; religious activities; and weather-related activities were among those included. Most activities/experiences were rated a three or higher, with 'cultural activities' being rated a five from 277 respondents, while 'religious activities' were rated a one by most respondents (154), indicating less interest. Other activities that received mostly five ratings were 'weather-related activities', with 171 respondents rating it a 5, 'gastronomical activities' with 166, 'interaction with locals' also with 166, 'family activities' with 128, and 'nature activities' with 115.

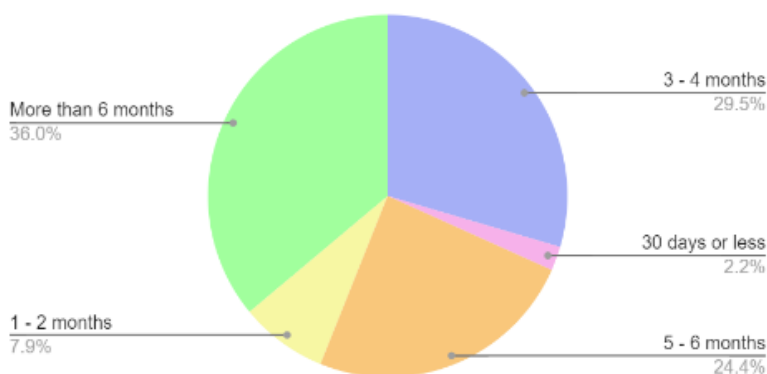
Figure 10 - Brazilian Tourists' Activities Interest



Source: The Author, 2023

The following results are from three questions focused on specific factors influencing Brazilian tourists' decision-making process. The questions concerned how far in advance of the trip the destination is chosen (Figure 11), the preferred season to travel (Figure 12), and their preferences when visiting another country (Figure 13). Responses varied greatly in terms of the amount of time before a trip that Brazilian tourists choose their travel destination, with 36% choosing their destination more than six months before the trip, 29.5% choosing between three and four months before the trip, 24.4% choosing between five and six months before the trip, and only 2.2% choosing within 30 days or less.

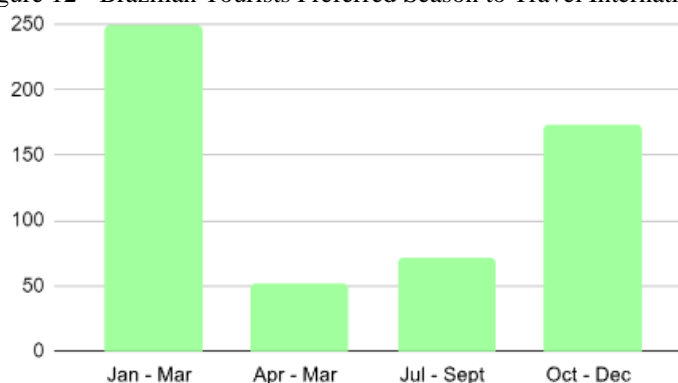
Figure 11 - Time Before the Trip an International Destination is Chosen



Source: The Author, 2023

Given the seasonality challenges in Scotland, respondents were asked which yearly quarter they preferred to travel to an international destination; respondents could select more than one quarter in this question. Only 51 respondents chose the second quarter (April to June). The third quarter, between July to September, during European summer and Brazilian winter, was selected by 70 respondents; the fourth quarter (October - December) was chosen by 172 respondents, while the vast majority of respondents, 248, chose the first quarter of the year, months of European winter and Brazilian summer, between January and March.

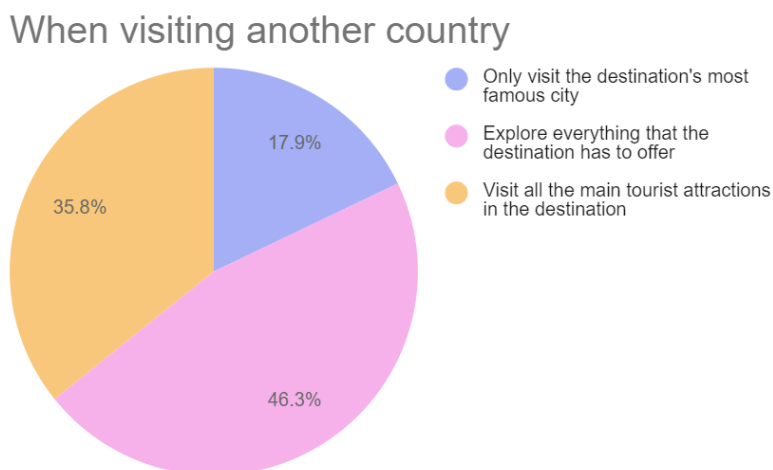
Figure 12 - Brazilian Tourists Preferred Season to Travel Internationally



Source: The Author, 2023

Following that, respondents were asked what their choice was when visiting an international destination, with three options: visiting only the most famous city, visiting the country's main tourist attractions, or exploring everything the country has to offer. When travelling internationally, the minority, 17.9%, affirmed they only visit the destination's most famous city; 35.8% said they visit the main tourist attractions in the country; and the majority, 46.3%, affirmed that they explore everything the country has to offer.

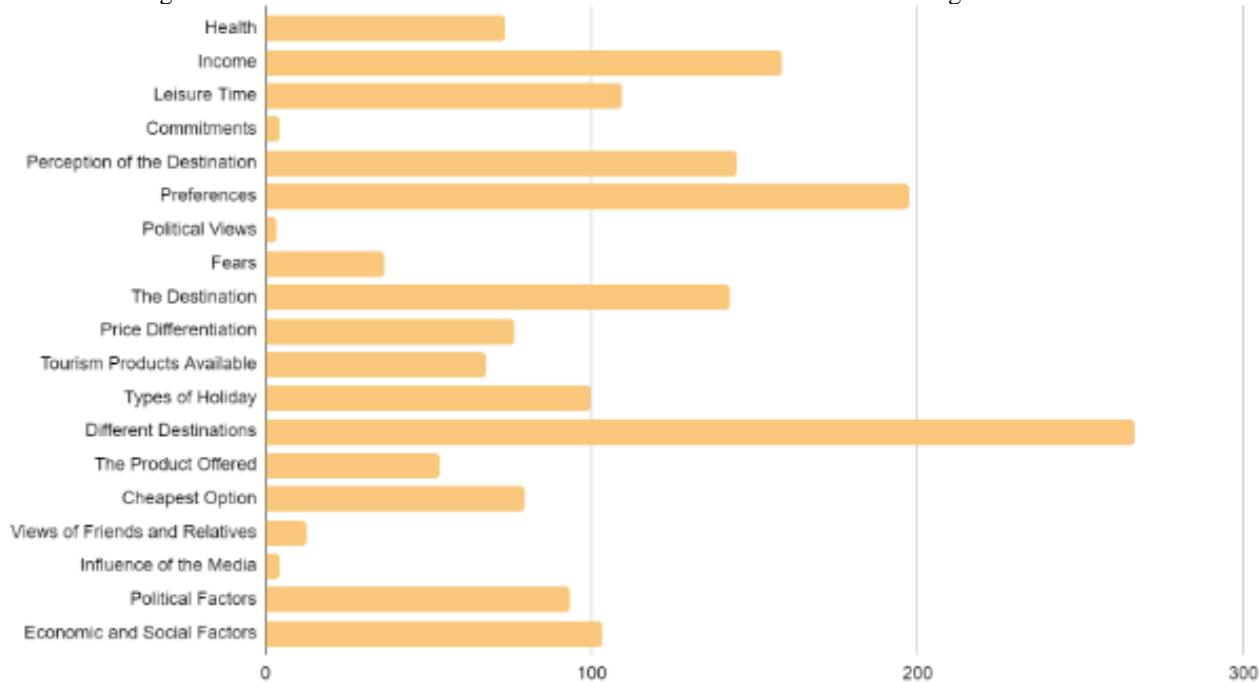
Figure 13 - Choices Brazilian Tourists make when Visiting an International Destination



Source: The Author, 2023

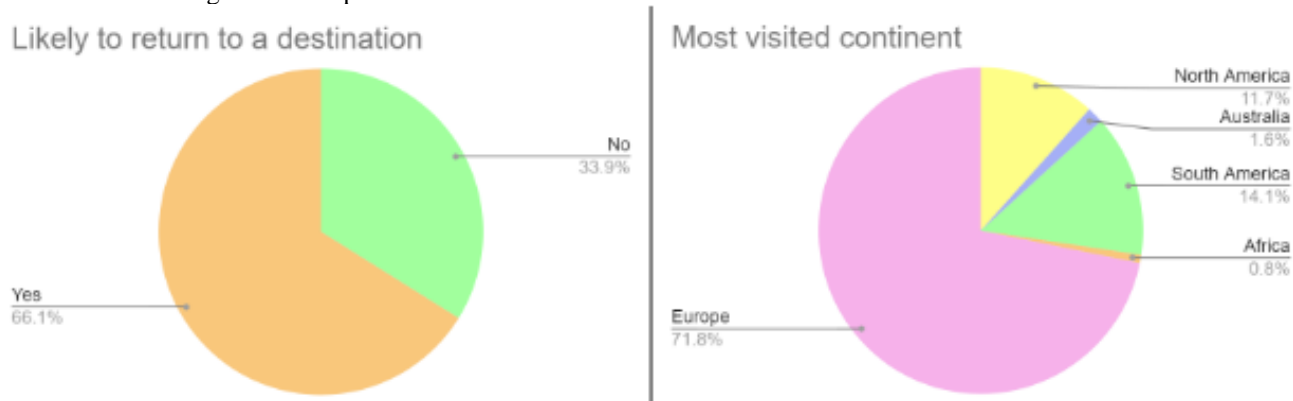
Using Swarbrooke and Horner's (2007b) determinants of tourist behaviour (Figure 4), respondents were asked which of the 21 determinants influenced their decision-making process when deciding to travel to an international destination. Respondents were given the option of selecting up to five determinants in order to prioritise their importance of them in their decision-making process (Figure 14). External determinants are shown to influence some of the respondents' decision-making processes, however, not as much as personal determinants, since two out of six external determinants, 'marketing' and 'technological factors', were not chosen by any of the 385 respondents. On the other hand, respondents chose personal determinants more frequently, each selected by at least three respondents. Determinants such as 'different destinations' and 'preferences' showed a significant influence in the decision-making process of most respondents, with 266 and 197 respondents significantly choosing them as the determinants that most influence them on choosing an international destination. On the other hand, 'commitments', 'political views' and 'influence of media' were selected by less than five respondents each.

Figure 14 - Determinants that Influence Brazilian Tourists' Decision-Making Process



Source: The Author, 2023

Figure 15 -Graphics on the Likelihood of Return and most Visited Continent



Source: The Author, 2023

In terms of the likelihood of returning to a destination they had previously visited (Figure 15), the vast majority of respondents, 66.1%, said they would. Following that same thought, respondents were questioned about which of the continents they have visited the most when travelling internationally (Figure 15); respondents were only allowed to choose one of the continents, which resulted in 71.8% of respondents saying that the continent that they visited the most was Europe, followed by 14.1% saying South America; 11.7% North America; 1.6% Australia, and the least visited one, with only 0.8% of the respondents, Africa. Conversely, Asia was not mentioned by any of the 385 respondents as the continent they visited the most.

## *4.2 Analysis*

### *4.2.1 Demographics*

Tourist behaviour can be linked to social, demographic, and economic decision-making (Niemczyk, 2014), as a result, different decision-making determinants will be viewed differently by tourists, according to an array of variables, including personality, mindset, and prior experience; this is also true for the same individual, in which the significance of those determinants differs according to demographic factors (Vinerean, 2013). By analysing demographic questions, a profile of Brazilian tourists can be traced to understand their tourist behaviour and decision-making process better. In order to fully comprehend the collected data, the author chose to analyse not only responses as a whole but also divided Brazilian tourists into two groups, males and females, in order to see the differences and similarities and to then be able to determine what in fact is the Brazilian tourist profile.

Because female respondents outnumbered males, the author believes that splitting them into two groups will provide a better understanding of the overall group and, as a result, a better understanding of their tourists' behaviour and decision-making process. When responses from a specific group, in this case, male respondents, are analysed, a more comprehensive range of responses is seen when compared to the overall data. The majority of male respondents are from the South, with a significant number from the Northeast of Brazil as well. In terms of age, the vast majority of male respondents are between the ages of 30 and 49. In contrast to the previous data, most males are either married or divorced/separated, with both showing a significant proportion of respondents. The majority of male respondents reported having an unfinished graduate degree and a relevant amount having an unfinished postgraduate degree. To round out the analysis of the demographic factors for male respondents, a significant number of them stated that their family income ranges between 1 and 3 minimum wages and 6 and 9 minimum wages.

Regarding female respondents, the vast majority are from the Southeast region of Brazil, with a relevant number also coming from the South region. Two age gaps have yielded significant results, indicating that the majority of female respondents are either between the ages of 18 and 29 or 50 and older. The most significant percentage of female respondents are single, as in the overall results; however, there have been many married female respondents too. In terms of education, the vast majority of respondents said they had completed their postgraduate degrees. Regarding family income, three answers received a substantial number of responses: 3 to 6 minimum wages, 9 to 12 minimum wages, and more than 12 minimum wages.

Given this information, it is possible to understand that the profiles of male and female Brazilian tourists differ slightly. The author found that the most significant difference between male and female respondents is their educational level and family income, which can be associated with and explain why fewer male respondents are in the questionnaire. While most female respondents have completed postgraduate studies and have many respondents earning more than 12 minimum wages, the majority of male respondents still need to complete their bachelor's degree and their earnings are between 1 and 3 minimum wages. This income disparity demonstrates how the country's economic discrepancies impact the tourism industry, confirming that the majority of international Brazilian tourists are indeed from the middle-upper class (Silva & Costa Junior, 2020). However, due to the small number of male respondents, the data collected cannot be taken into academic consideration when analysed individually.

#### *4.2.2 Motivation*

As tourist behaviour is influenced by one's expectations of the outcome as well as the possible consequences of it, and the motivational process is an important step to take before making a decision (Hsu et al., 2010), in order to understand Brazilian tourists, it is essential to assess what their motivational factors, as those are key determinants of evaluating tourists' behaviour (Hsu et al., 2010; Pizam & Mansfeld, 1999). The data collected clearly identify the main motivators for Brazilian tourists, with three of them chosen by more than half of the respondents. 'Cultural' factors were found to be the primary motivator for Brazilian tourists to travel internationally, with things like sightseeing and experiencing new cultures being important for the vast majority of respondents to do and experience when visiting an international destination. More than half of respondents also chose 'personal' and 'personal development' factors as motivators, demonstrating the importance of personal relationships in international trips as well as increasing knowledge, showing that to the majority of Brazilian tourists, a vacation can mean more than just leisure time.

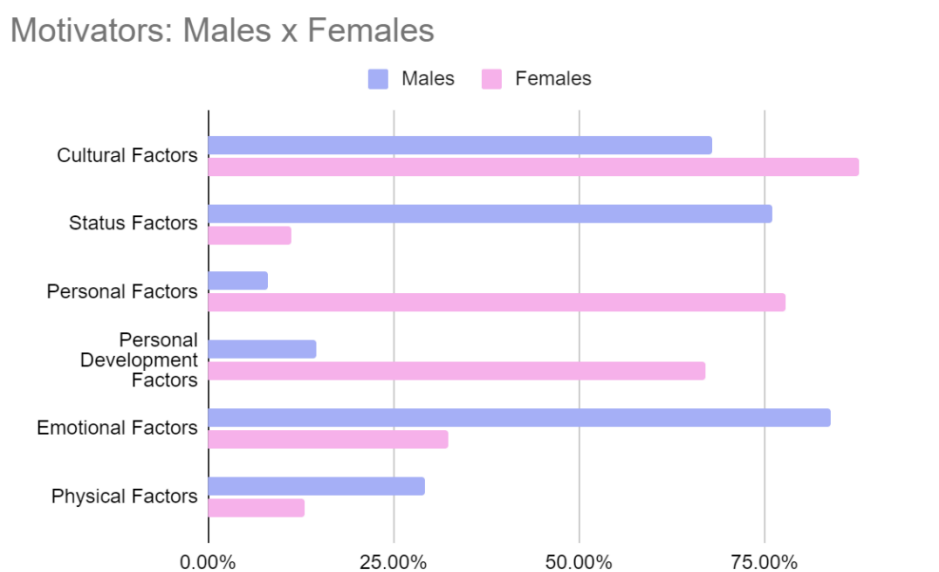
However, the other three motivators were not as well recognised by the respondents. 'Emotional factors' were chosen by a significant number of respondents, demonstrating the clear importance of nostalgia and escapism for the Brazilian tourist; yet, given that respondents could choose up to three main motivators, 'emotional factors' was not chosen by as many respondents as the first three mentioned here. The last two, 'status' and 'physical,' factors, on the other hand, were not chosen by such a significant number of respondents, making the author unable to consider their importance when generalising the main motivators for Brazilian tourists to travel internationally. As a result, while exclusivity, fashionability, and relaxation are not considered primary motivators for Brazilian tourists to travel internationally, they should not be overlooked



or discounted, as they may still serve as motivators, albeit on a slightly lower level than 'cultural', 'personal', and 'personal development' factors.

Nevertheless, when analysing male and female respondents separately, it is possible to see that their motivators are slightly different. While female respondents remain the same as the overall data, with 'cultural', 'personal' and 'personal development factors' being their main motivators, male respondents have shown that their main motivators are 'emotional factors', 'status factors' and 'cultural factors' (Figure 16).

Figure 16 - Difference of Motivations for Male and Female Respondents



Source: The Author, 2023

#### 4.2.3 Activities and Experiences

As Correia et al. (2011) affirm, tourists tend to make their decision based on where they want to visit and what they want to do when visiting a destination, therefore, activities and experiences show immense importance in understanding Brazilian tourists' behaviour and their decision-making process. Respondents were asked to rate 12 activities and experiences they like to have when travelling abroad. These activities/experiences were found to be relevant in the literature review, mostly concerning Brazilian tourists visiting the UK, due to this study's relationship between them and Scotland, in order to understand their preferences when travelling internationally (E. Cohen & Cohen, 2015; Garrison & Wallace, 2021; VisitBritain, 2020a; VisitScotland, 2016)

Culture has once again demonstrated its substantial strength on Brazilian tourists, with 'cultural activities' being the most relevant activities sought by them, followed by 'weather-related activities', 'gastronomical activities', and 'interaction with locals', all of which have shown significant relevance for Brazilian tourists when travelling abroad. The collected data

demonstrates how Scotland can become a relevant and interesting tourist destination for Brazilian tourists since the country's tourist identity is primarily recognised by its climate, tradition and culture, and social and industrial history (Stuart, 1986) as well as being recognised by VisitScotland (2019) as the main features sought by tourism while visiting the country, allowing Brazilian tourists to experience all of the main activities and experiences they seek when travelling internationally.

Following the four activities/experiences most appealing to Brazilian tourists, respondents gave significant recognition to 'family activities,' 'nature activities,' 'relaxation activities,' 'adventure activities,' and 'shopping,'; however, their relevance was shown to be less than the others, given that respondents' ratings were more diverse towards these activities/experiences, with most rating on the average rather than the higher end. This could be explained by the behavioural profile of tourists originating from emerging countries, who are thought to prefer those activities when travelling within their own country rather than when travelling abroad, as well as their unusual shopping habits when travelling internationally (E. Cohen & Cohen, 2015; Silva & Costa Junior, 2020). 'Events,' 'literary activities,' and 'religious activities' drew a wide range of responses as well, but, unlike the previously mentioned activities/experiences, these three had the fewest number of respondents rating them as highly appealing activities/experiences; in fact, as shown in Figure 10, 'religious activities' had the lowest rates of any of the 12 activities, with 154 respondents rating it a 1.

#### *4.2.4 Decision-Making Determinants*

Consumers from emerging markets, regardless of the type of purchase, are thought to plan ahead of time (Li, 2016); this is also thought to be true when describing Brazilian tourist patterns in terms of the amount of time spent before the actual trip to decide on their travel destination, as seen in both academic research and empirical data (Silva & Costa Junior, 2020; VisitBritain, 2020a). As shown in Figure 11, this was also found to be true in this study, with the majority of respondents choosing their travel destinations more than six months in advance, with a significant number also deciding 5 to 6 and 3 to 4 months before their trip, indicating that Brazilian tourists do plan purchases, including international travel destinations, ahead of time, as it was already mentioned. Although choosing a destination one to two months or even less than 30 days ahead was considered an option, these two were chosen by a minority that cannot be recognised in order to generalise Brazilian tourists. In this regard, when analysing males and females separately, this has shown to be similar for both groups, with both majorities affirming that they decide on an international destination over six months in advance.

Seasonality has proven to be one of Scotland's main tourism challenges, with a significantly smaller number of tourists arriving in the country between the months of January and March (VisitScotland, 2019, 2020). In order to determine whether or not Brazilian tourists will assist Scotland in meeting this challenge, respondents were asked what their preferred season to travel internationally was. Respondents were given the opportunity to choose as many options as suited them. In this scenario, it is important to understand that during the winter months in Europe, those that are considered their low tourist season, it is summer time in Brazil. The findings of this study corroborate VisitBritain's (2020) data, which shows that Brazilian tourists do indeed travel internationally all year round, as seen in Figure d; however, the majority of respondents confirmed that the first quarter of the year, during Europe's winter season, is their preferred time to travel to an international destination. As much as this can be attributed to weather-related activities, as it was deemed a relevant and sought-after activity by respondents in an earlier questionnaire question, it can also be attributed to Brazilian tourists' free time during that time of year.

Another issue confronting tourism in the UK is regional spread, with one city, London, receiving most of the country's inbound tourists (VisitBritain, 2014). Therefore, respondents were asked what their choice was when visiting an international destination, whether they only visited the most famous city, visited the main tourist attractions, or explored everything the destination has to offer. While data from VisitBritain (2020) states that Brazilian tourists are more likely to only stay in London when visiting the UK, data from this study shows that the majority of respondents actually would rather explore everything a destination has to offer instead of simply visiting its most famous city. Visiting the main tourist attractions was also chosen by a significant number of respondents. This, along with Brazilian tourists' primary choice, can be viewed as a positive aspect in combating Scotland's tourism challenges, as the country is found to be one of the UK's major tourism markets (Nuraeni et al., 2015), and thus, one of its main attractions, supporting the idea of regional spread in regards to Brazilian tourists visiting the UK.

According to both Nuraeni et al. (2015) and Correia et al. (2011), deciding 'where to go' is one of the essential steps for tourists in their decision-making process, because only then can they decide what they want to do while visiting this destination. Respondents were also asked which continent they had visited the most when travelling internationally, and Europe was by far the most visited, with 71% of respondents saying that they had been there the most, followed by a significant, but not comparable, number of respondents who had been to South and North America. When analysing male and female respondents individually, there has been a discrepancy in regards to the most visited continent. While most of the female respondents have

said that Europe was their most visited continent, the majority of male respondents affirmed that they have visited North America the most.

Based on Swarbrooke and Horner's (2007b) personal and external determinants of tourist behaviour (Figure 4), respondents were asked which of the 21 determinants may influence their decision-making process the most (Figure 14), keeping in mind that these will a) determine whether or not they will go on vacation and b) what type of vacation they will take if the first set allows. These determinants will be interpreted differently by different tourists depending on factors such as demographics, personality, and previous experiences (Vinerean, 2013).

Given Silva and Costa Junior's (2020) assertion that Brazilian tourists seek daring and exciting destinations where they can create good memories, having 'different destinations' as the main determinant chosen makes sense as experiencing different destinations can give the Brazilian tourists what they are seeking for, as well as it confirms Yen et al.'s (2020) model on how variables in the destination may affect tourist behaviour. Another six determinants were also chosen by a significant amount of respondents, those being 'preferences', 'income', 'perception of the destination', 'the destination', 'leisure time' and 'economic and social factors'. According to Nuraeni et al. (2015), a person's preference, along with social factors such as interests and beliefs, will assist them in creating a mental image of a destination, which will play an essential role in the decision-making process. Thus, the fact that these specific determinants were significantly rated by respondents demonstrates their significance in the Brazilian tourist decision-making process.

Another significant finding when analysing the main determinants for Brazilian tourists' decision-making processes is that personal determinants appear to be more pertinent to them, with only one external determinant being chosen by a significant number of respondents yet having a very low impact on the process when compared to other highly chosen determinants. In this case, it is also worth noting that two of the six external determinants, technological factors and marketing, were not selected by any of the 385 respondents.

The fact that any of the respondents did not choose marketing can be attributed to the fact that it has been stated that consumers from emerging markets, especially Brazilian tourists, place a high value on word of mouth when making a decision (Li, 2016; Silva & Costa Junior, 2020), rather than on traditional marketing. This can also be explained by the marketing strategy chosen by the countries since not every message is tailored to all tourists, and if they do not have an approach such as STP towards Brazilian tourists, the message may not reach them or it may not have the same impact it would in another tourist group (Tkaczynski et al., 2009). Thus, different from 'marketing', 'views of friends and relatives' was chosen by a few

respondents, proving that it is indeed more influential for Brazilian tourists, however, it cannot be considered a main influence, since the numbers are not significant if compared to others, just as 'influence of the media', which was also chosen but only by a minority of respondents.

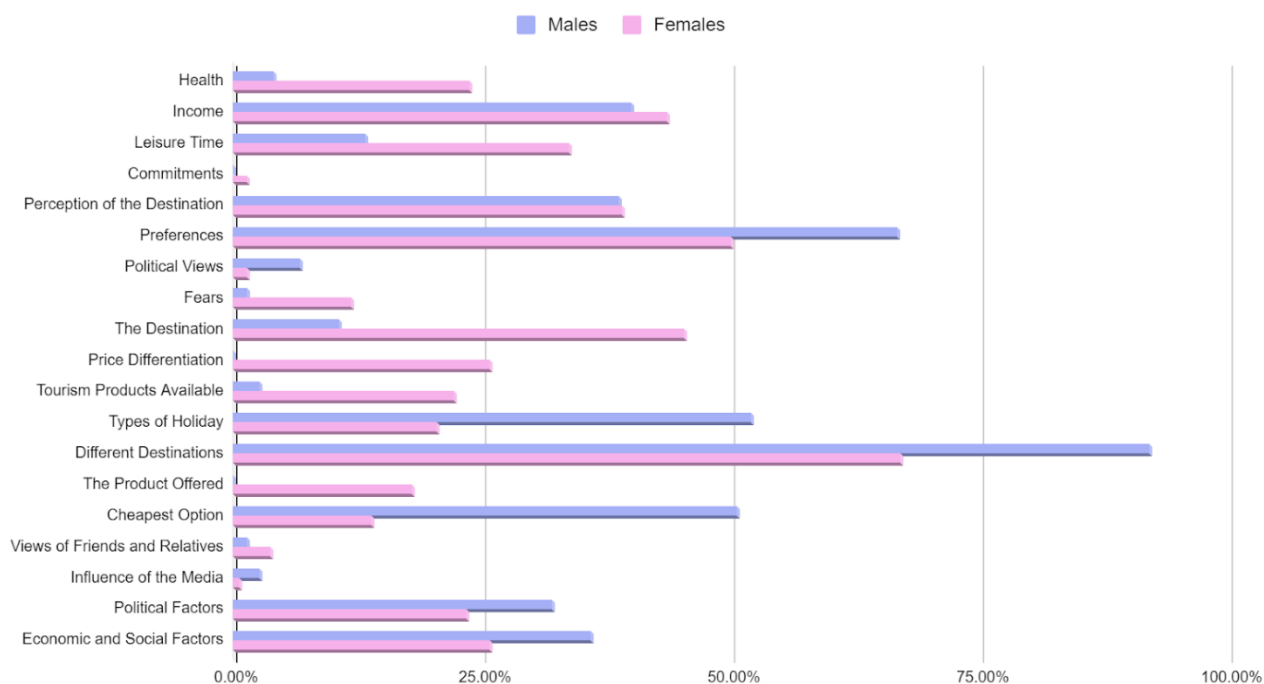
'Income', 'economic and social factors', 'cheapest option', and 'price differentiation' are all financial determinants that have shown a significant impact on respondents' decision-making process. This was an expected response from them since it is well known that price, together with location, is a constant in tourist decision-making in general (Swarbrooke & Horner, 2007a), and it has now been demonstrated to be true for Brazilian tourists in particular too. According to Meuer's (2012) concept on habit formation, this strong influence of financial aspects can also characterise Brazilian tourists' behaviour, as the cost is regarded as a critical factor in determining whether or not they will travel at the end. Another factor considered by a significant number of respondents was 'political factors', which have proven to be a substantial determinant during the decision-making process of Brazilian tourists. This importance might be pertinent to a large portion of the respondents because Brazil is considered an emerging market and there may be some tourism difficulties that may arise during an international trip due to their nationality and international laws (Chen & Chang, 2015).

Out of the determinants that are very specific to each respondent, 'health' was considered to have some influence on Brazilian tourists' decision-making, however, not as significant as the determinants mentioned previously. Following this logic, other specific determinants such as 'commitments' and 'fears' have gotten minimal responses, indicating that those, while they can influence, they are not the main influential ones when deciding to travel. In regards to more touristic determinants, such as 'tourism products available', 'type of holiday' and 'the produced offered', they can all be considered relevant in influencing Brazilian tourists' decision-making process, as they all were chosen by a significant number of respondents, showing that what is going to be done while visiting the destination is an essential aspect of decision-making for Brazilian tourists.

When considering male and female respondents separately, it is possible to see that, even though the number of male respondents was so small compared to females, the answers regarding influential determinants have shown similar results to the overall data (Figure 17), yet, determinants such as 'preferences', 'types of holiday', 'different destinations', 'cheapest option', 'influence of the media', 'political factors' and 'economic and social factors' have shown to be determinants considered more by the male respondents rather than female respondents. However, as mentioned earlier, due to the small number of male respondents to the questionnaire, this data cannot be used in order to analyse the male Brazilian tourist in particular.

Figure 17- Determinants According to Male and Female Respondents

## Determinants: Males x Females



Source: The Author, 2023

When asked about returning to a destination that they have previously visited, most respondents affirm that they are likely to return to a destination. When analysing males' and females' responses separately, it is possible to see that the vast majority of females do indeed tend to return to a destination they have previously visited, on the other hand, males are less likely to, with most of them affirming that they are not likely to return. However, considering the overall data from Brazilian tourists, together with the information found in the literature review, express that Brazilian tourists are indeed likely to engage in loyalty behaviours (Correia et al., 2011), and this can be seen due to the level of satisfaction after visiting a specific destination (VisitScotland, 2016). This recall and assessment of how good or bad being at a specific destination after a trip is also seen as part of the decision-making process, therefore should also be taken into consideration (Niemczyk, 2014; Shaw et al., 2000), confirming that tourist behaviour is indeed an ongoing cycle, interconnected by multiple stages, such as the decision-making (Hsu et al., 2010).

#### 4.2.5 Brazilian Tourists' Behaviour

According to the literature review, one of the factors that most influence differences in tourist behaviour and can improve comprehension of it is nationality related to regional culture (Özdemir & Yolal, 2017; Pizam & Sussmann, 1995). Because of differences in attitudes,

beliefs, and values, behaviours may vary across cultures. The literature review discovered that concerning international Brazilian tourists, habit formation is their particularity (Meurer, 2012), demonstrating how nationality and culture are indeed related to tourist behaviours. By analysing the data, it is possible to confirm that there is a pattern when discussing Brazilian tourists' behaviour when travelling internationally, with most questions having the majority of respondents choosing the same options; however, given that questions still had a wide range of responses, it is essential to note that, while this study attempts to generalise the Brazilian tourist in order to analyse it, not all those of the same nationality behave the same way, despite their way of life and demographics (Kim & McKercher, 2011); however, it is still possible to trace a general profile considering the majorities.

## *5 Discussion and Conclusion*

*The previous chapter presented the analysis of empirical data. In this chapter, the author synthesises the findings in order to answer the research question while acknowledging the study's limitations. In addition, the study's societal and practical implications, as well as recommendations for future research, have been included.*

### *5.1 Discussion of Findings*

By scrutinising empirical data obtained through questionnaires, the author was able to construct a comprehensive profile of Brazilian tourists. The author's sample size and analysis method were pivotal in achieving this outcome, as both were designed to enable the researcher to generalise the gathered data and draw conclusions.

The questionnaire results reveal that the typical Brazilian tourist is a single female postgraduate from the Southeast region of Brazil, aged between 18 and 29, earning between 3 and 6 minimum wages. Cultural factors are the primary motivators for international travel, followed by personal and personal development factors. The Brazilian tourist's main interests when visiting an international destination are cultural, weather-related, gastronomical, and family activities, as well as interacting with locals. She prefers to plan her travels at least six months in advance and travel during the summer season in Brazil, which takes place from January through March. She enjoys exploring all of the attractions at an international destination rather than just the main ones and considers returning to previously visited destinations. The destination itself plays a vital role in her decision-making process since she seeks to experience different destinations, and her prior knowledge of it is essential, as are her income and personal preferences. These findings provide valuable insights into the Brazilian tourist profile and may aid in the development of effective strategies to better serve the needs of tourists from the country.

The creation of the Brazilian tourist profile offers valuable insights into the tourist behaviour and decision-making process of Brazilian tourists. Personal determinants, including circumstances, attitudes and perceptions, knowledge, and experience, emerge as the primary drivers of tourist behaviour and decision-making among Brazilian tourists. While this finding was not altogether surprising, it contrasts with the author's initial expectation that financial determinants would be more prominent given Brazil's status as an emerging market. However, the data reveals that the majority of Brazilian tourists come from the middle-upper class, which may explain why financial determinants such as the "cheapest one" were not selected as the primary determinants despite their significance.



The author posits that motivation and nationality are crucial factors in comprehending the behaviour of Brazilian tourists. As motivation is observable at various stages of the tourism journey, while nationality is evidenced by the overwhelming majority of responses that chose a single option in most questions, confirming the theory of habit creation among Brazilian tourists travelling abroad (Meurer, 2012). The study's findings highlight the significance of culture as a motivator as well as in activities/experiences, indicating that these factors are the primary objectives sought by Brazilian tourists when travelling abroad.

Taking everything into account, the author considers that the low number of Brazilian tourists visiting Scotland is due to a lack of knowledge about it rather than the destination's marketing, which did not demonstrate any significant relevance to their decision-making process during data collection. However, because Brazil still needs to be considered a primary market for Scotland's tourism sector, their marketing strategies are not geared towards this audience, which hinders the destination's exposure to Brazilian tourists.

Given that culture is regarded as one of Scotland's most important tourism segments and that it has been proven in this study to be the primary motivator as well as the most sought activity by Brazilian tourists, the author believes that if Scotland developed a segmented marketing approach to them focused on characteristics such as culture, it would increase their knowledge of the destination and could increase the number of inbound Brazilian tourists in Scotland.

## *5.2 Conclusion*

In a broader sense, the study sought to analyse the behaviour of Brazilian tourists in order to learn in what ways they can contribute to addressing Scotland's tourism challenges. To answer the research questions, the author examined the Scottish tourism market as well as the behaviour of Brazilian tourists in order to identify factors that may influence their decision-making. Thus, the author's research revealed that Scotland's main attractions are its landscape, culture and local community, and the country's marketing strategies are tailored accordingly, moreover, VisitScotland's marketing strategy is mainly focuses on its top inbound tourism markets, such as the United States, Germany, and Ireland. Despite its potential as a tourist destination, empirical data suggests that Scotland's popularity is lower than England's. The author consider that this is because Scotland is frequently compared to its neighbouring country, which leads many tourists to believe that the two countries share the same history and culture and therefore there is no need to visit both. However, as the literature review emphasised,

Scotland has its own distinct heritage, making it one of the UK's most important tourism markets and a distinct entity within Britain.

To investigate the behaviour of Brazilian tourists, the author used empirical data and the literature review. According to the findings, Brazilian tourists generally belong to the middle-upper class yet still exhibit characteristics of an emerging market. Accordingly, culture is the primary motivator for Brazilian tourists, implying that they seek to experience foreign cultures and engage in learning experiences while enjoying leisure time.

Regarding their decision-making, Brazilian tourists show characteristics of emergent markets, such as making decisions ahead of time. The author noted that they tend to travel more frequently between January and March, Brazil's summer season, and when their vacations are longer, making long-distance travel more feasible. This also reflects their preference for seeing everything the country has to offer when travelling to a distant destination. On another note, the author discovered that financial factors continue to play a significant role in their decision-making, which can be attributed to Brazil's status as an emerging market.

Lastly, this study aimed to address the research gap by following the recommendations of previous researchers who had conducted similar studies. These suggestions were to expand Meurer's (2012) research to include the decision-making process of Brazilian tourists in addition to specific characteristics of an international destination and its ability to attract those tourists; focus on a specific destination (Silva & Costa Junior, 2020); and a more diverse approach on Brazilian tourists (Pereira & Gosling, 2019). In the current study, the author managed to collect data on Brazilian tourists' decision-making process and focus on Scotland as an international travel destination for them. As much as the sample permitted a very diverse approach to demographics, unfortunately, the results did not present such a diverse range of respondents. The author judges that this is due to Brazil's status of an emergent market as well as the lack of opportunities for everyone in the country to travel internationally since most of those who have done it belongs to the middle-upper class.

In conclusion, all of the data collected during this study was used to answer the two research questions. The author was able to conclude based on the findings that the main determinants that influence Brazilian tourists in their decision-making process are the destination, personal preferences, and income; however, these determinants are still very subjective to each tourist in their own way. Furthermore, the author trusts that Brazilian tourists can indeed contribute to addressing Scotland's tourism challenges. This is due to various factors discovered during this study, beginning with their tourism offering, with culture being one of the country's main segments and the most sought-after segment by Brazilian tourists. The desire to see everything a destination has to offer demonstrates that Brazilian tourists may be

enthusiastic about visiting Scotland when travelling to the UK, thereby assisting them in overcoming their regional spread challenge. In terms of seasonal spread, Brazilian tourists have indicated that their preferred time to travel is during Scotland's low season, when they have the fewest inbound tourists, demonstrating that they can also assist them in overcoming their seasonal spread challenge.

### *5.3 Societal and Practical Implications*

This research has a number of societal and practical implications. From a societal standpoint, the study could provide valuable insights into Brazilian tourists' behaviour and decision-making processes, assisting in the identification of key determinants that influence their travel decisions. This could help the Scottish tourism sector to better comprehend the needs and preferences of Brazilian tourists, allowing them to tailor their marketing efforts and hospitality services to better meet their needs. By doing so, Scotland's tourism sector could be able to provide more positive experiences and greater satisfaction for Brazilian tourists, resulting in more positive perceptions of Scotland as a whole, an increase in the number of inbound tourists for the country, and therefore, a smaller gap between it and its neighbouring country, England.

Moreover, while Scotland was the primary focus of this study, the findings could be applied to other international destinations seeking to attract more Brazilian tourists. Other destinations could potentially increase the number of Brazilian visitors they receive by using the insights gained from this study on Brazilian tourists' behaviour to inform their marketing efforts, which could result in significant economic benefits.

From a practical standpoint, the study could assist Scotland's tourism sector in better allocating its resources. For example, since the study discovered that culture has a significant impact on Brazilian tourists, the Scottish tourism sector could focus on promoting cultural attractions such as museums and heritage sites. Thus, they could potentially increase the number of Brazilian visitors they receive by focusing on their preferences, which could help them economically as well as deal with seasonal and regional spread. At last, this could help Scotland's tourism sector make the most of its resources while also providing Brazilian tourists with the experiences they are looking for.

### *5.4 Limitations and Suggestions for Future Research*

While quantitative research can provide valuable insights into the behaviour and decision-making processes of Brazilian tourists, allowing the data collected to be generalised,

it does have some limitations. Thus, since this quantitative study was based on pre-designed questionnaires, it may not capture the full spectrum of determinants influencing Brazilian tourists' decisions. Furthermore, quantitative research may fail to account for the distinct cultural and social factors that influence Brazilian tourists' behaviour and decision-making process, making it challenging to quantify. Finally, quantitative research may be incapable of accounting for individual differences and preferences among Brazilian tourists, which can vary significantly according to factors such as age, gender, and socioeconomic status. In summary, whereas quantitative research may offer valuable insights into the behaviour and decision-making processes of Brazilian tourists as a generalised group, it should be used in tandem with other research methods to provide a more in-depth picture of this demographic. Therefore, the author suggests future research to apply a qualitative method to this topic in order to get a deeper understanding of those factors.

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